CSSocial

CENTER STAGE LIVE **PLUG-IN**

Take your CSRDS RDS/RBDS and Data Casting messaging to the next level with CSSocial… a great new add-on from Arctic Palm Technology Inc.

SOCIAL MEDIA ACCESS

Simply use the CSSocial authentication to authorize CSSocial on your selected twitter account and Center Stage Live will do the rest.

POSTING OPTIONS

Center Stage Lives advanced scheduler CSScheduler provides the necessary tools to select what to post as well as Extended Data Content such as Hash Tags, URLs as well as the message to post.

The Spirit of Radio by #Rush

AUTOMATION LINKS

In addition to artist and title information "trigger" informational, promotional and sponsor messages based on the current on-air content

CONTESTING

Add CSSocial to our CS Contest Management package to post winning entries to your social media accounts along with Hash Tags and URL links

"Congratulations Pat our Hit of The Day winner #FMCONTEST arcticpalm.com".

- Update your Twitter and or Facebook account with selected artist, songs or use your playlist account to show all songs
- Post you contest winners on your Twitter or Facebook account
- Add Hash Tags and URL Links
- A single post to update all Data Casting services (RDS, Web, Stream, HD Radio, Twitter, Facebook)
- Send your 64 character message to RDS and a different 140 character message to twitter
- Update traffic, weather, sports or other events to all Data Casting services from a single post

In today's world, Social Media is everywhere and now you can join the Social Media revolution with CSSocial a new plug-in for Center Stage Live and CS Contest Management.

Those familiar with our award winning Center Stage Live and its CSRDS RDS\RBDS and Data Casting module, know how well CSRDS captures metadata from automation systems, satellite services, informational, promotional and sponsor messages then posts the message to a variety of Data Casting services including RDS\RBDS encoders for use on FM Receivers, Web Sites, On-Line Streams, Web services such as Tune-In, HD Systems, and other devices and services. Now with CSSocial this information can be automatically posted to your Twitter and/or Facebook accounts.

Add CSSocial to CS Contest Management, our Paperless Contesting software and contest winners can automatically be posted providing contest sponsors with even greater exposure. With hash tags and links to the sponsors web site to complete the package.

Center Stage Live's advanced content scheduler CSScheduler, has the tools necessary to define what to post and when to post it. Using the Social Media Song list to define all or specific artist or titles and add Hash Tags and URL links to the desired web page. On-air or News staff can use the CSLive on-air module to post updates to all of the data casting services from a single entry.

CS Contest Management's contest/prize scheduler has the tools necessary to define which contest winners to post along with the Hash Tags for searching or URL links to the stations or sponsors web page.

For more information check our web site at

www.arcticpalm.com

ARCTIC PALM
Technology Inc.

INSTALLATION AND SETUP

The download is available on request and includes the PDF version of all manuals for installation and setup. If desired, we will arrange a web meeting to assist in the installation and setup.

TRAINING

All of the user manuals are available in the installation set as well as on-line help. If desired, we can arrange for on-site or a web session to train staff.

UPDATES VIA LIVE UPDATER

The installation set includes our CSUpdater module that will update your software to the latest release versions for those sites with a support license.

APPLICATION SUPPORT

New features are constantly being added, then tested in our labs and finally in our live beta sites. It's only after passing these stringent tests they are posted for release to our Live Updater.

For more information on CSSocial or any of our other products check us out at:

www.arcticpalm.com

CSSocial Features

✓ Schedule postings by Station, Date, Day of week and time of day

✓ Additional Information not available from automation system

✓ User definable Social Media Song list

✓ User definable contest selection for posting to social media

✓ Artist as Hash Tag option

✓ Artist or Title URL links

✓ Free Upgrades with Support License

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