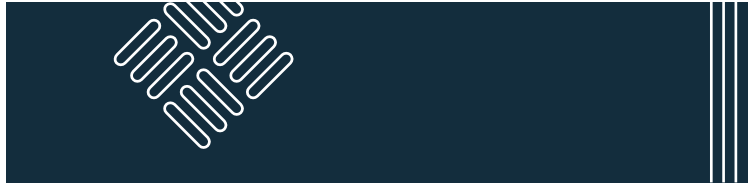




Tomorrow's Radio Today



the radio experience

The Standard in Datacasting

Key Features and Benefits

Manage all of your datacast streams with one system

Stay relative with a compelling dashboard experience

Generate additional revenue and give your advertisers options your competition does not

Make it easy to add new services in the future with TRE as the digital plumbing

Connect with your listeners in new ways

Make Datacasting easy



Datacasting... Evolved.

No doubt you are familiar with RBDS and probably even HD Radio's Program Associated Data, but today datacasting has evolved into much more. RBDS has been enhanced with standards like RT+ and Tagging. And new technologies such as the Artist Experience™ on HD radio™ have changed the listener experience.

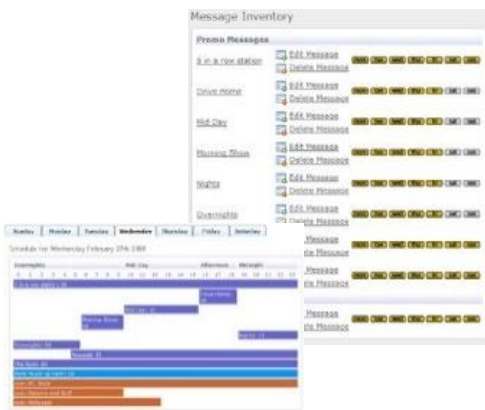
The Radio Experience (TRE) suite of software and tools from Broadcast Electronics can handle all this data and make it simple for you or anyone at the station to manage. TRE can provide metadata to many streaming providers such as Triton Digital, FUTURI, SecureNet and many more.

TRE starts with a single application; we call the TRE Engine that connects to your automation system and multiple destinations. From there you can expand into other features and applications as your needs grow. From basic title and artist to text-based promos and advertisements, then onto album art and graphic ads synced to audio on HD Radio™ and online. Plus, TRE powers many other services like TuneIn™, Commotion™, TuneGenie™, and more.

In addition, the TRE suite includes BE's award-winning Message Manager. A place on-line where you can manage all your Datacasting content safely from any location.

Message Manager

Message Manager is a Broadcast Electronics' hosted web portal where you can create, schedule, and manage promos, ad flights, messages linked to audio and more. With a complete logging and reporting system built in, Message Manager is the premier tool for adding revenue generating capabilities to your Datacasting stream.



WeatherNow

WeatherNow is an additional TRE application that will pull current weather conditions from NOAA and make them available to every TRE Engine on your network in any format you wish. current weather conditions can then be scheduled to be displayed through Message Manager.

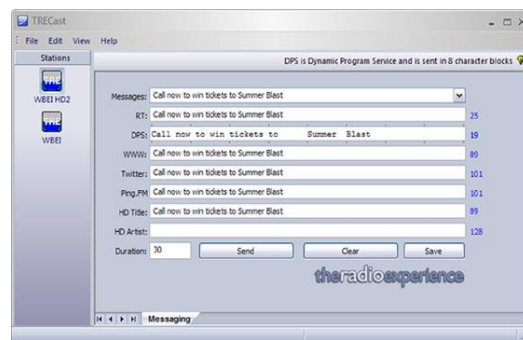
the
radio
experience

works with
these great
services...

- SiriusXM
- Satellite Radio
- Commotion
- TuneGenie
- LDR
- Tunein
- Spintron
- Twitter
- Artist Experience
- HD Radio
- Quu Interactive
- Triton Digital
- FUTURI
- SecureNet

TRECast

TRECast is an additional TRE application that puts instant control of your Datacasting stream in the studio, newsroom, or anywhere on your network. With TRECast you can instantly send out overriding messages to your listeners. TRECast is a great tool for weather alerts, contests, breaking news, and more.



TRE RSS

TRE RSS is an additional TRE application that will pull headlines from an RSS feed and make them available to every TRE Engine on your network. These headlines can then be scheduled to be displayed through Message Manager.



Taking the next step is easy with Broadcast Electronics. Contact your sales representative today to discuss solutions that will work for you and your station(s).

To contact your BE sales representative, simply visit our website at bdcast.com or call 217.224.9600 and learn more about what BE has to offer.

BE manufactures complete RF systems for radio and TV. Our products encompass program generation, audio and data management, interfacility transport and analog and digital (*HD Radio and DRM transmission*).

They are used daily in more than 40,000 installations in nearly 100 countries. For over sixty years, BE pioneering developments have set industry standards for innovation and reliability, while providing broadcasters with new options for operational productivity and income generation. BE is headquartered in Quincy, Illinois, USA, and is represented worldwide by a network of local representatives.

Telephone (217) 224-9600
4100 North 24th Street – Quincy, Illinois 62305-3606 U.S.A

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Headquarters in Italy



Broadcast Electronics

Tomorrow's Radio Today

