



# VISUAL RADIO



**BECAUSE YOUR AUDIENCE WANTS  
MORE THAN A WEBCAM**

SMART SOFTWARE FOR AV PRODUCTION – [WWW.VIDIGO.TV](http://WWW.VIDIGO.TV)

## NEW DEALS IN THE RADIO INDUSTRY

We realized that listening to the radio is not only about audio anymore. People want and expect an entertaining visual experience. This move does not have to be just about expenses, you can make money as well.

## WHAT IS THE VIDIGO VISUAL RADIO APPLICATION?

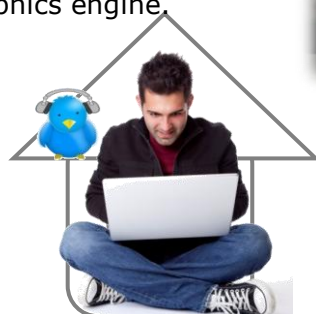
### Watch Radio!

Of course you can simply install a webcam and broadcast your show as is. But let's be honest, who wants to look at a radio DJ just doing his work? Wouldn't it be nice to spice up your video feed with social media facilities and attractive graphics?

VidiGo software enables you to visualize your radio broadcasts. Not only to give your audience a peek into the studio, but also to add twitter feeds, blogs, advertisements, branding, promo info, games and many more.

You can use one or more VidiGo tools but if you combine them you get the best result.

- **VidiGo Live** is a software based system for live video production. Fully automatically or with only one operator, you can turn your radio broadcast into a show.
- **VidiGo Audio Director** is an optional VidiGo Live module. It detects which microphones are used in de studio and controls the cameras automatically.
- **VidiGo Graphics Server** is the fully automated graphics engine.



## VISUAL RADIO IN USE

### Live Interviews or Music

When you welcome a big guest in your radio show, for an interview or live performance, it's a great opportunity to share it with your audience.

### Currently Playing-Information

To spice up your radio show, a banner displays the latest gossip about the currently playing artist, previously played tracks and what's coming next, the album that the currently playing track is from, where people can download the track, photos of the artist etc.

### Interaction via Tweets or SMS Messages

Allow your audience to participate in your show. Create a vote meter or start a discussion and let your listeners express their opinion via Twitter or SMS.

### Monetize your website

And last, but not least, think of the possibility to increase your income with webvertisements!

You can create lucrative advertising space. This may even give a bit of zing to 'static' radio shows.

In case of simultaneous broadcast on radio and web, VidiGo give you the possibility to suppress the incoming audio and supply an alternative audio to have adapted commercials for the web.



twitter



## WHY THE VIDIGO VISUAL RADIO APPLICATION?

### Radio with an Extra Dimension

- ✓ You can choose between one operator or fully automated VidiGo tools.
- ✓ You can go for interaction with your listeners and allow them to express themselves via SMS messages or Twitter.
- ✓ You can go for a proven 24/7 solution for automatic channel branding, integrated advertising, news banners or ticker ployout.
- ✓ You can create content for TV and/or web broadcasting.
- ✓ Flash-based graphics and text overlays give you all the possibilities of Adobe Flash. You can display your own information or gather it from a database or RSS feed.
- ✓ The software can make decisions like a TV director, it automatically picks the best camera angle to switch live.
- ✓ All VidiGo tools have an easy look and feel which reduces the operator training time.
- ✓ The fact that all VidiGo software uses industry standard PC workstations, reduces the purchase costs significantly.

## HOW VISUAL RADIO WORKS

### The Technology behind It






In fact, there is no need to be bothered by the technology behind the Visual Radio app. VidiGo products run on standard PC workstations. No matter which (combination of) VidiGo tool you select, you will end up with a feature-rich yet easy to use solution, designed with your needs in mind.

Are you still curious? Do not hesitate to contact us. We are more than willing to demonstrate that our software can make life easier for those who have to make an appealing internet radio shows.

#### VISUAL RADIO IN A NUTSHELL

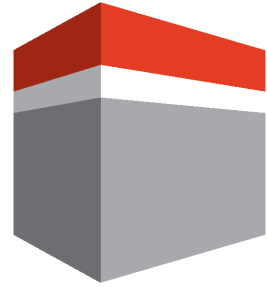
- Interaction with listeners via social media
- Adobe Flash based graphics, fed by XML data or online sources
- Downstream keyer with SDI input and output
- Supports embedded audio in the SDI signal
- All-in-one automated multi camera system

### Check it out for yourself

URL OF DUTCH VISUAL RADIO STATIONS	TYPE OF RADIO STATION	BEST TIME TO WATCH
 <a href="http://radioplayer.omroep.nl/radio1-default-video/">radioplayer.omroep.nl/radio1-default-video/</a>	Public news radio station	From 11 <sup>00</sup> - 12 <sup>00</sup> AM
 <a href="http://radioplayer.omroep.nl/radio2-default-video/">radioplayer.omroep.nl/radio2-default-video/</a>	Public popular music radio station	From 12 <sup>00</sup> -16 <sup>00</sup> + from 17 <sup>00</sup> -19 <sup>00</sup>
 <a href="http://socialplayer.omroep.nl/radio/6">socialplayer.omroep.nl/radio/6</a>	Public soul & jazz radio station	Whole day
 <a href="http://www.radio538.nl/web/show/id=673545">www.radio538.nl/web/show/id=673545</a>	N° 1 commercial hit radio station	From 10 <sup>00</sup> AM
 <a href="http://www.omroepbrabant.nl/Live.aspx?mode=visualradio">www.omroepbrabant.nl/Live.aspx?mode=visualradio</a>	Regional broadcaster	Whole day

# WHY VIDIGO?

**...because content creators enjoy working with it,  
CTOs believe in the technology,  
the grumpy CFO loves its value  
and the CEO can say it was his idea!**



## VIDIGO, ANSWERS TO TODAY'S NEEDS

### **A multi-camera live production with inserts and complex graphics, but only one operator?**

VidiGo Live is an all-in-one production system for live multi-camera productions. It includes a video switcher, audio mixer, play-back of audio and video clips and a graphics engine supporting real-time Adobe Flash graphics. The strength of VidiGo Live is the intuitive user interface, touch screen control and automation. One operator, without technical knowledge can run your show.

### **High volume news production that requires speed and is produced by your multi-media journalist?**

VidiGo Studio is the ultimate tool for the multi-media journalist. Prepare the show behind your desk, and record the script in just few minutes with this one-man-studio solution. No operators or directors needed, the host of the show has control over the entire production.

### **Content management, video editing and distribution from the desk of your journalists?**

More and more video production is about speed, ease-of-use, working remote and multi-format distribution. VidiGo Works is the all-in-one answer. Simple, cost-effective, and open to connect with third party systems. Professional archiving, remote editing, and access anywhere, anytime.

### **Thinking about using Adobe Flash for your high-end broadcast graphics?**

Adobe Flash and the Adobe Creative Suite family of products can now be used in any broadcast environment. The endless possibilities of Flash and the widespread community of Flash developers are creating a revolution in the broadcast graphics industry. It has never been so easy to create and use interactive graphics for live television.

### **Problems in bringing content .-like YouTube, Skype or PowerPoint.- from your PC to SDI?**

The scan-converter reinvented, that is VidiGo Toolbox. More and more PC content is used in (live) tv productions. With VidiGo Toolbox it is just one click to bring anything from your PC to SDI. The toolbox features an adjustable audio delay for synchronization, and a separate video file player and still store in addition to the desktop grabber.

WANT TO VISIT OUR OFFICE?  
WANT TO TALK TO US?  
WANT A DEMO OF OUR PRODUCTS?  
LOOKING FOR A LOCAL RESELLER?

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