

DATAplus™

Content Management Platform

Complete solution for radio data content management



uniqueinteractive
DIGITAL RADIO + INTERACTIVE MEDIA SPECIALISTS

HD Radio



Content Management made easy

DATAplus™ is a standalone system that aggregates and manages the content generated by your radio station and the data broadcast systems. Developed in a partnership with Unique Interactive, a world leader in digital radio, DATAplus™ provides the tools to enhance your listeners' experience, and increase revenues.

DATAplus™ allows users to easily repurpose digital content for different platforms. Once the information has been created, it is very simple to push the data content onto other digital platforms for additional exploitation, such as websites, audio streams and online audio players.

DATAplus™ comes complete with a comprehensive Content Management System, allowing text and ultimately multimedia content to be easily updated and categorized. Any changes to the content can be broadcast immediately on any of the supported platforms, or scheduled for broadcast at a later date. Authorized users can log into the user interface from anywhere within your company network, or via the Web to edit, manage, schedule and control the content that is to be broadcast.

DATAplus™ can interface with a variety of different automation systems and third-party content systems. This means that time-sensitive track and artist content can be combined with weather, travel, news as well as any other station content to create a unique and compelling listener experience.

Features & Benefits

- ◆ **Simple and effective user interface, allowing content to be quickly and easily scheduled for broadcast**
- ◆ **Different content can be scheduled for different day parts**
- ◆ **Comprehensive user management engine that restricts user access to only those parts of the system that they are authorized for**
- ◆ **Content and broadcast schedules can be updated remotely**
- ◆ **Can easily be extended to interface with a range of third party systems**
- ◆ **Multiple services can be supported from a single system**
- ◆ **Content can be broadcast across a range of platforms simultaneously, and uniquely formatted**
- ◆ **Supported platforms: HD Radio™, DAB (Eureka 147), Digital Radio Mondiale (DRM), FM RBDS, FM RDS, DVB-T and the Web**



What can DATAplus™ do for your station?

Whichever platform you're broadcasting, the use of text content greatly enhances the listener experience. It is a basic and yet effective data service. Support for display text is integrated into all digital radios as well as a full range of FM analog models.

Radio is more than just audio ...

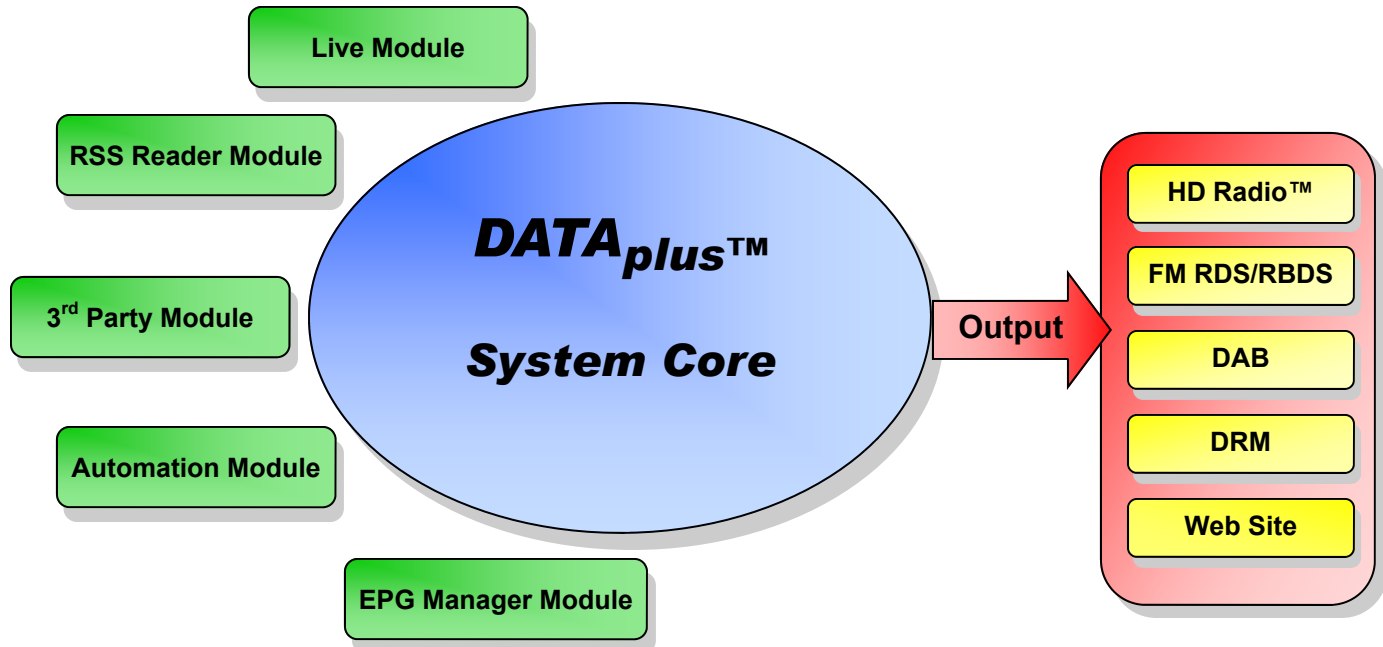
A simple text-based service that sits alongside your audio programming allows listeners to interact with their radio receiver and your radio station. It enables listeners to find out more about what's happening on air now, and about your radio station.

Differentiate your station ...

In a cluttered market, what will make your station stand out? Think about the sheer amount of celebrity news relating to the artist whose track is currently playing. By simple and effective use of the display text, you can add additional information to your broadcast stream without cluttering the on-air content with constantly repeated messages within the audio broadcast. You can also forward promote via text.

Commercial opportunities ...

Imagine premium rate telephone numbers for contacting your station which could be repeated continually; advertising and sponsored branding messages repeated throughout every broadcast; and other client income-generating interactivity with your station. Display text gives your radio station the power to create extra branding opportunities for client sponsorship and promotion, designed to promote their brand to your listener. DATAplus™ can track what messages have been broadcast for easy verification. Or it can be as simple as a telephone number or address displayed during their commercial message.



Part Number	Description	Quantity Needed
HARDATAplusMAST	<p>DATAplus Master is a software platform that can easily feed station branding, program information, traffic, weather, content-associated text ads, sports information and promotions. DATAplus gives the radio station the power to offer additional branding opportunities for sponsorships and promotions, providing radio station clients with a great deal of impact, and stations new ways to generate revenue.</p> <p>Features Include:</p> <ul style="list-style-type: none"> · Connection to an automation system to integrate song artist and title information · Manage two streams of data associated to audio · Extensive scheduling system to rotate non-title and artist information to enhance the listeners experience—including day-parting · Simultaneously feed content to multiple outputs such as RBDS, HD Radio and Web. · Browser-based interface supports remote secure operation for stations and groups who wish to centralize operation 	One per site
HARDATAplusEXP2	DATAplus system expansion. Provides for two additional streams of data (associated with audio) to be managed by the system. This option would be purchased to increase the number of streams (stations/channels) of data content the DATAplus system can manage at one location.	One for every 2 additional streams
HARDATAplusWEB	DATAplus Web interface. Allows data to be displayed on the station website.	One per site
HARDATAplusLIVE	DATAplus Live interface. Allows users to simply enter text messages on-the-fly from live studios or call screener areas for presentation on the multiple outputs.	One per site
HARDATAplus3RD	DATAplus third party interface. Allows data from various third party systems such as news systems to be integrated in to the DATAplus system.	One per site per external system
HARDATAplusRSS	DATAplus RSS interface module. Allows users to read any RSS feeds and integrate that data into the DATAplus platform for presentation on multiple outputs.	One per site
HARDATAplusAUTO	DATAplus automation interface. Allows additional automation system to be connected to the system. DATAplus master system include the interface to one brand of automation system.	One per site per external system

- 1936 Gates[™] enters transmitter market at 1KW
- 1955 Gates pioneers "night Watch", worlds first program automation system
- 1969 Gates introduces first FM solid-state and direct on channel FM exciter (improved stability, audio quality)
- 1970 Pulse Duration Modulation introduced in AM (major efficiency improvement, lower operating costs, loudness enhanced significantly)
- 1974 MW-1, worlds first solid-state AM transmitter, delivers improved audio and reduced operating costs
- 1977 Harris introduces MS-15, the first ultra-linear, FM exciter including overshoot compensation & PLL (vast audio improvement and increased loudness)
- 1987 Harris introduces Digital Amplitude Modulation; is credited by RADIO WORLD for the "dawn of digital"
- 1992 Harris provides DX-10 AM & linear FM transmitters for HD Radio[™] field tests
- 1993 Harris introduces world's first digital FM exciter, the Digit , with more than 5000 units in use around the globe
- 1994 Harris demonstrates first end-to-end digital FM air chain
- 1996 Platinum Z FM solid-state transmitters introduced—the most successful series of transmitters ever made with over 3000 in use globally
- 1997 CDLink[™] , world's first digital uncompressed linear STL eliminates quality loss in FM studio-to-transmitter link
- 1998 Intraplex Syncrocast[™] introduced as worlds first digital FM synchronous simulcast on same channel (SFN)
- 2001 Harris is first manufacturer to license HD Radio technology
- 2002 DexStar[™] HD Radio exciter introduced as world's first commercial HD Radio exciter to usher in new era in AM/FM radio broadcasting
- 2003 DAX[™] AM transmitters introduced to bring HD Radio to AM at peak performance levels (first transmitter designed for HD Radio)
- 2004 Worlds first HD Radio multicast ("Tomorrow Radio") with NPR, pioneering technology which is known today as HD-2, HD-3 etc.
- 2004 Split Level[™] combining introduced for HD Radio to improve combining efficiency for lower operating costs
- 2005 FlexStar[™] FM/HD Radio exciter introduced, first dual exciter including RTAC[™] for improved performance and first to operate "Exgine" platform.
- 2006 HT\HD+[™] transmitter introduced along with RTAC provides highest power output at best efficiency and lowers operating costs of any FM HD Radio transmitter

Over 85 years of radio product innovation and service.

Making history. Leading the way.

"We've seen a lot of change over the years. From our roots as Gates Radio in 1922 through today's transition to HD Radio, Harris has introduced more radio technology innovations than any other broadcast equipment manufacturer. Our job has always been to keep our customers one step ahead. With the invention of the first solid-state direct FM exciter, the first digital AM transmitter and now FlexStar, the first dual fully adaptive RTAC[™] HD Radio[™] exciter, Harris continues to lead the way. Harris' innovative, end-to-end solutions enable broadcasters to take full advantage of new market and revenue opportunities. I'm proud of our Harris inventors who have amassed more than 50 radio broadcast technology patents. These innovations consistently help our customers improve their competitive position and business results. Our greatest accomplishments are still to come."

Geoff Mendenhall

*Vice President Research & Development, Radio Harris Corporation
Broadcast Communications Division*

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