

HARDATA .RADIO BROADCAST SOLUTIONS

DINESAT RADIO 9 / HDX RADIO 3



GENERAL DESCRIPTION

HARDATA .RADIO BROADCAST SOLUTIONS

AUTOMATION SOLUTIONS AND LIVE ASSISTANCE



AUTOMATION OF RADIO STATIONS AND NETWORKS

The automation systems developed by Hardata, allows you to manage your radio's commercials, music and artistic, even the content distribution on large radio networks, all this supported with Hardata's automation tools, which facilitate the programming and broadcast, obtaining a fresh and natural on air result.



AUTO MIX

It automatically detects the optimal points of mixing for the music themes and artistic, simulating the operation of a Radio DJ.



ANNOUNCEMENTS, PLUNGERS AND VOICE OVER

It possesses advanced tools for operation and content playout such as: Play over, Voice over, Fade, Fade over, Crossfade.



LIVE ASSISTANCE

New, simple and practical LIVE assistant that allows you to shot audios instantaneously.



RDS SUPPORT

Displays the station name, title and artist of the song and personalized messages on the radio.



TIME AND WEATHER

Broadcast information regarding time and temperature only by pressing a key, or include it on your programming. The system updates the information from the Internet.



MUSIC SCHEDULING

The system allows you to easily create musical programming establishing selection criteria, such as artist name, rhythm, priority, year, etc.



NEWS

Automatically capture the news wires from the news agencies. It possesses search and edition tools, and supports the creation of text files with embedded audio, ideal for production and broadcast of news programs.



CALLS MANAGEMENT

Answer and record the audience calls and manage the correspondents calls, they can also record and manage their report trough a DTMF commands system.



LOGGER

It is a solution for the continuous recording of one or several signals. It can be used as a legal copy.

PRODUCTS

HARDATA DINESAT RADIO 9

RADIO AUTOMATION

COMPLETE AND POWERFUL AUTOMATION SYSTEM FOR RADIO STATIONS, EASY TO INSTALL AND EASY TO USE

Based on Hardata Hdx Server 3 technology, a flexible and secure platform which allows the user to combine the broadcast of commercials and music.

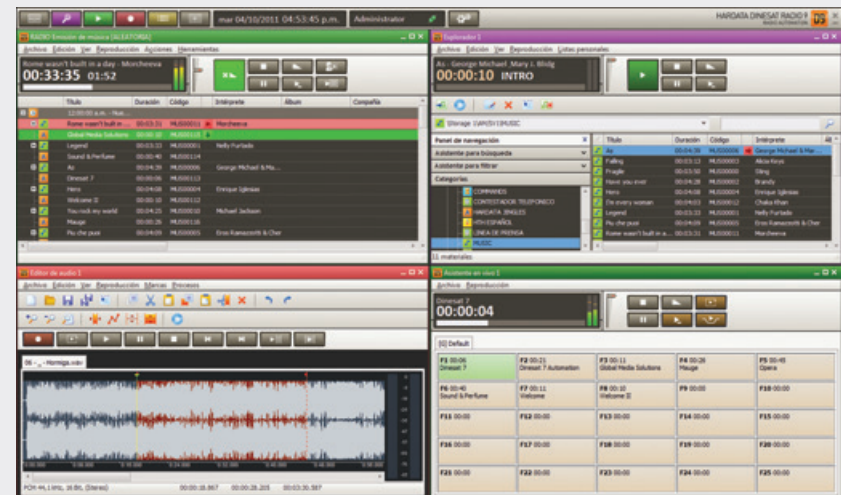
It allows individual handling of one to four radio stations (depending on the version) and can be installed as a repeater from a satellite or internet radio network, allowing commercials replacement.

An advanced and automatic music scheduler generates your musical programming and you can obtain broadcast reports for copyright control agencies. It has an automatic calls answering machine, which answers and records your audience messages and allows them to participate in contests.

The system can record your radio broadcast 24x7 on configurable length files (for example: logger - as run).

APLICACIONES

- Radio Stations Automation.
- Internet radios generation.
- Music scheduling for commercials.
- News Broadcast.



Friendly interface and easy to learn

PRODUCTS

HARDATA HDX RADIO 3

MAJOR BROADCASTERS + RADIO NETWORKS AUTOMATION + ADVERTISEMENT REPLACEMENT

Designed for larger radio stations or for those that has to manage more than four radio stations from the same location, Hardata Hdx Radio 3 is a solid Client/Server architecture system that enables a centralized management for all the audio, text and news materials of each broadcaster.

With the same operational benefits than Hardata Dinesat 9, Hardata Hdx Radio 3 adds the functionality of reception, Reading and writing from the news teleprompter, blending audio and text and automatic phone logger from the correspondent's reports.

This product is ideal for those who manage remote stations from the head station, by satellite or internet, the system automatically generates commercial replacement commands for the remote stations.

It possesses great storage capacity, and the materials can be distributed between multiple storages, maintaining system performance.

Hardata Hdx Radio 3 is a complete content manager which allows materials ingest, catalogue, search and retrieval, incorporating an advanced licenses and user's actions audit system.

This system can be installed on servers replication schemes for great availability, running a Hdx Server Sync service which synchronizes the materials, metadata and programming.

Hardata Hdx Radio 3 allows the user to add Hardata Hdx IPlay 3 stations, sharing the database and materials.

APPLICATIONS

- Radio Broadcasters Automation.
- Radio Networks operation and automation, by satellite or internet, including head stations and remote ones.



Friendly and intuitive interface

PRODUCTS

HARDATA DINESAT RADIO 9 / HDX RADIO 3

COMPARATIVE

	DINESAT RADIO 9 XP	DINESAT RADIO 9 PRO	HDX RADIO 3
Amount of broadcast stations	1	Up to 4	Unlimited
Satellite reception		Yes	Yes
Satellite transmitter			Yes
Hdx Sync Information reception (audios and programming)		Yes	Yes
Hdx Sync for Main station information forwarding (audio and programming)			Yes
News			Yes
Server	Dinesat Server 9 XP	Dinesat Server 9 PRO	Hdx Server 3

	DINESAT SERVER 9 XP	DINESAT SERVER 9 PRO	HDX SERVER 3
Distribution	Included in 9 XP	Included in Dinesat 9 PRO	Independiente
Maximum number of network workstations	Up to 5	Up to 10	Unlimited
Simultaneous users	Up to 10	Up to 25	Limited by license
Simultaneous web users	Up to 2	Up to 4	Limited by license
Hdx Sync Information reception (audios and programming)		Yes	Yes
Hdx Sync for Main station information forwarding (audio and programming)			Yes

TECHNOLOGY

HARDATA HDX SERVER 3

HDX PLATFORM

Hardata Hdx Server 3 is a powerful multimedia content management system, which offers ingest, catalogue, search, transcoding, format generation, users and material's audit services with other Hdx Servers, all this incorporated on a 3-tier architecture, with great emphasis on content protection and users and license audit.

Hardata Hdx Server 3 is an open system, with a public API which most definitely opens the path to new third party developments, which allows other companies to take advantage of our powerful content manager potential.



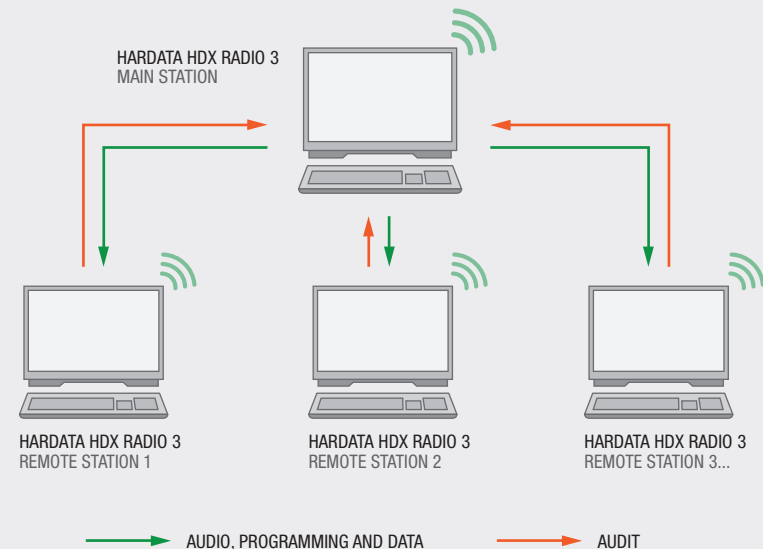
TECHNOLOGY

CONTENT DISTRIBUTION

RADIO NETWORKS

Hardata Hdx Radio 3 is a product designed for multimedia content distribution, by TCP/IP connections on a VPN or through a satellite video, audio and data channel.

Hardata Hdx Server 3 can be also used to forward programs to remote stations and gather audit information from them, sending it to the main Head Station Server. This way, from the Head Station you can manage the network's material distribution, programming, broadcast and verification.



TECHNOLOGY

SNC + SNCoIP

SATELLITE AND
INTERNET NETWORKS

Distribute content to your remote stations safely. Replace national with local advertising on a synchronized way from the Main Station. Hardata SNC technology allows you to send commands in order to signpost the advertising beginning and end, remote recording commands from the audio channel broadcast history, commands to send programming to remote stations and commands in order to synchronize time on all the network respecting different time zones.

It also generates an automatic local audio fill which allows the user to complement difference in the lasting time between national and local advertisement. Besides the system detects automatically satellite outages, and goes to local programming reconnecting itself to the satellite once it is working properly. All the transitions between disconnecting and connecting to the satellite are made using crossfades.



TECHNOLOGY

SHOTPLAY

AUDIO ENGINE

Hardata ShotPlay is an audio playout engine, mounted over an optimized architecture, in order to operate on low latency on a variety of hardware conditions, adding an ASIO sound card support.

Hardata ShotPlay's advanced mixing supports new audio quality on 8,16,24 and 32 bits formats, on floating point sample, with sampling frequencies up to 96 KHz. Besides it allows the automatic detection of start, end, Punch In and Punch Out marks, generating perfect crossfades, automatically choosing the optimal mix between two audios.



REMOTE ACCESS

ACCESO WEB

CONTENT MANAGER
+ REPORTS

All Hardata Radio Solutions are equipped with an integrated web Access for content management and remote reports generation.

Tested on PC and MAC platforms, it allows to import and export materials to the server, do content pre listening and generate broadcast reports.



WWW.HARDATA.COM

HARDATA GLOBAL MEDIA SOLUTIONS

LEADING AUTOMATION SOLUTIONS FOR TV AND RADIO

Founded in 1997, Hardata is a developer of software solutions whose mission is to facilitate management of audio, video and text assets for radios, TV stations and entertainment enterprises, public or private.

The solutions developed by Hardata, are thought to be used by standard IT hardware and to control peripheral gadgets commonly used in radio and TV operation, allowing the organizations to capture, manage and store digitally all its contents digitally.

Located in Buenos Aires, Argentina, and distributors in more than 30 countries, Hardata offers local support to more than 6000 clients all over the world finding between them the most important radio networks such as Cadena COPE from Spain; Grupo Clarín (Radio Mitre; MF100; Artear; Canal13); Ideas del Sur; Canal 9; Infobae (Radio Diez; Mega 98.3) and Grupo CIE from Argentina, Cadena Radioactiva from Chile; Grupo Crystal 7 and Grupo ACIR from Mexico, among others.

Hardata assumes and promotes a clear commitment to the principles of Total Quality and excellence in management, through continuous improvements, which are part of the ethical and professional values of the Company. For that reason, in 2007 Hardata has been certified in all its processes obtaining accreditation of ISO 9001:2008.



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