

## Content in a Flash

Part of radio's power is immediacy. You are able to communicate with listeners at any moment, about any event that may impact their lives, each and every day. With Messagecasting from The Radio Experience (TRE) you can take that power to a new level.

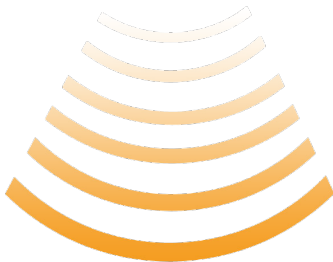
NewsFlashPro from Broadcast Electronics is an add-on module for TRE's Message Manager that allows you to instantly send custom messages to your listeners, including Public Service Alerts, weather information, promotional and advertiser announcements, contests, music and more.

Prior to Messagecasting, music stations were limited to the time between songs to get all their important announcements to their listeners. With Messagecasting you can now deliver those messages during songs to RDS and HD Radio™ receivers, the Web, Mobile phones, billboards and much more. NewsFlashPro takes Messagecasting to a new level, giving you more flexibility than ever by bringing control to the studio for instant updates. Non-music stations can make use of the same tools, delivering additional information such as websites, phone numbers, sponsor and underwriter information to your listeners as well.

When adding NewsFlashPro to your new or existing TRE Message Manager system, your station continues to function as normal. This means you can update your Now Playing data and Interleave generic, day-parted and advertising messages, while instantly sending out a new message. It's as easy as typing the message and clicking send!

NewsFlashPro can even receive alerts directly from your TFT EAS receiver with an additional add-on. With NewsFlashPro you can pass along critical alerts directly to your listeners in the case of an emergency - before it's too late.

Powered by BE's  
**theradioexperience**



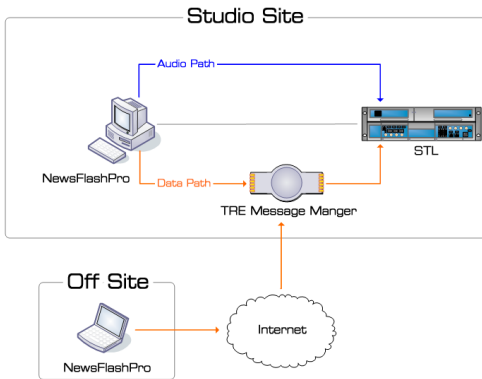
## Key Features & Benefits

- Instantly send custom messages over RDS, HD Radio and the Web
- Send unique messages to each destination, or link the outputs to easily send the same message at once
- Supports both Radio Text and Dynamic PS for RDS
- Helps optimize messages for RDS Dynamic PS
- Communicates remotely with The Radio Experience Software for operation from either the studio or on-location
- Expandable to interface directly with your EAS system



Tomorrow's Radio Today

## Access from Anywhere!



NewsFlashPro can run in the studio, newsroom or virtually anywhere at the station, easily accessible by on-air talent or the news team. Perhaps its most exciting feature is that it can also run from any remote location, sending advertiser specials during live remotes without using valuable air-time. Even your sports crew can deliver live game scores to RDS and HD Radio receivers, the Web and more!

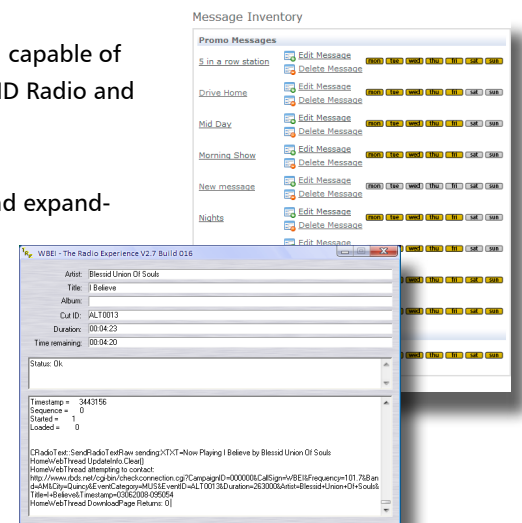
Back at the station, the TRE engine logs everything as it happens, making it easy for you to manage and track advertiser and promotional messages for ultimate reporting accuracy.

## TRE Message Manager

At the heart of Broadcast Electronics' datacasting software is TRE Message Manager, capable of multiple data inputs, formatting and managing the data and outputting it to RDS, HD Radio and the Web.

The modular architecture of TRE Message Manager allows for incredible flexibility and expandability options, so your system can grow as station formats change and advanced technology is introduced.

Messagecasting with TRE and its many add-on modules allows you to supercharge your sales, promotions and programming efforts. TRE adds a whole new dimension to radio with powerful, easy-to-use hardware to generate and monitor data transmissions, as well as a full range of software and services to deliver, manage and track content



Taking the next step is easy with Broadcast Electronics. Get in touch with 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](http://bdcast.com) or call 217.224.9600 and learn more about what BE has to offer.

BE is the premier provider of mission-critical solutions for over-the-air and Internet radio. 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 10,000 installations in nearly 100 countries.

For more than four decades, 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, IL, and is represented worldwide by a network of local representatives.

