



Product Overview

Gen21 mStudio is an integrated innovative radio automation platform with web/mobile convergence. It consists of core functional modules for station automation and value added functional modules to provide a richer end user experience. Our solution enables station operators to provide a host of value added features apart from core automation thus maximizing revenue potential with increased audience retention. The modular architecture allows modular product implementation based on the needs of stations. Our solution can support any radio station ranging from small, medium to large for broadcast over free to air, DAB, Satellite, IP or mobile platforms.

Gen21 Modules Functional Details

mConsole Impressively innovative play out console:

With multi-mode play out options. This dual screen software module provides user-friendly operation for radio presenters and complete play out automation.

- Multi mode play out Full Auto, Semi Auto, Manual for pre scheduled play lists
- User friendly Multiple play out decks
- Ability to play multiple sound streams simultaneously through multiple sound cards
- Supports all popular audio media formats. (Ex: WAV, WMA, MP3, etc.)
- Auto queue media with dead air elimination from start and end of song
- Supports manual queue point setting and play out
- Ability to handle live request shows with quick search, drag drop play out
- Multiple media search functions such as search by song, artists, album, CD, movie etc.
- Supports color schemes to differentiate song belts and commercial belts



mCollector Comprehensive rule based music scheduling:

This is module supports music ripping, content management, play back and rule based scheduling.

- Audio Content ripping and storing in the database
- Search and schedule songs for any station
- Can shift/juggle/insert a song by searching on CD Number, Title, Artist etc.
- View current schedule and play status of schedule songs for the date
- Music clock management
- Clock wise program schedule
- History and violations tracking
- Multiple rule management
- Commercial AOB media management

mBilling Complete billing and client management:

It provides rate card/package management with ability to generate required revenue reports. Also this module can be integrated to 3rd party financial applications.

- Manage clients/agency information (advertisers)
- Multiple Rate cards / packages management
- Enabling pre-defined rate card rates for work orders
- Generate work orders based on rate cards or packages
- Invoicing for Work Orders
- Various Management Information reports and Analysis
- Integrated to scheduling with required inputs for commercial scheduling
- Integrated to production with required inputs for creating new media
- Ability to integrate to 3rd party Financial Application

mTraffic Powerful customizable commercial traffic scheduling:

Seamlessly integrated to final on airplay list. Also the module can be customized to incorporate unique station specific features.

- Channel-wise scheduling
- Prevents product overlaps
- Prevents competitor overlaps
- Work order-wise scheduling
- Spot-wise cost calculation
- Multiple Rate card Support
- Package costing for sponsored programs
- Maximum of 4 intros, extras for sponsored program
- Compatible with Microsoft Excel





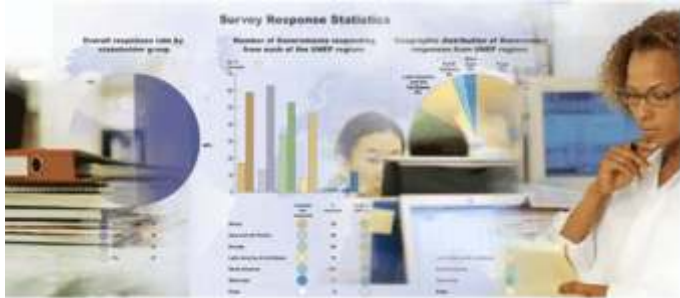
mStudio Add On Modules

mNews - Workflow based news room operations:

Provides news collection, writing bulletins, archiving, workflow driven approvals, with editing and actual news on air. It facilitates voice cut play out other required features.

- Creating news items from different news sources (reporters, internet, RSS feeds, etc)
- Uploading voice cuts
- Inserting voice cuts into news items
- Approving/rejecting news items through workflow
- Categorizing news items
- Maintaining reporters information
- Creating news bulletin from news items

mInfoCenter - Reporting/Analysis and business intelligence:



This web based module provides different user groups access to analysis/reports and business intelligence related to station operation from anywhere/anytime.

- Web based user interface
- View on air played/playing schedule any time from anywhere within the network
- Generate on air transmission reports for clients/agencies
- Comprehensive analysis portal providing many views
- Can view all played jingles/station ID by DJ
- Ability to customize to suit specific
- Many more business intelligence functions

imRadio - Interactive mobile radio solution:



A powerful framework for interactive mobile radio experience. We offer a powerful backend framework and host of SMS and mobile internet based radio portal for richer user experience. Using this module stations can launch innovative mobile services, which are aligned to station programming

- On air live
- Request
- Interacts
- Infotainment

Our Clients



mWebFront - Dynamic comprehensive web presence solution for stations:

is a ready-made web front with complete back end content management features. The web front facilitates back end integration to core studio components to provide dynamic web presence. It also supports listening to live radio stream via the web interface.