



PADapult is the metadata automation system for your radio station, integrating data from your automation or satellite provider, interleaving scheduled messages and allowing live messaging, all direct from your control room. PADapult lets you send customized data to as many as ten destinations, including HD Radio, RDS, Twitter and your station web site.

PADapult Benefits

- * PADapult can make you money with messagecasting, allowing regularly scheduled messages for station branding, promotional or commercial purposes.
- * PADLive!, included with PADapult, is easy to use and configure with three levels of priority for manual, 'instant' messages.
- * PADapult is a stand-alone application so it can be used with any automation system or on its own.
- * Text data can be sent to whichever service(s) you choose, automatically or on the fly.
- * PADLive!'s comment field allows free-form information to be sent for emergency or promotional messages.
- * When used with compatible automation systems, PADapult supports sending of iTunes tagging information for HD Radio.

PADapult Summary

PADapult gives you the power to create and distribute 'now playing' information along with compelling messagecasting content by sending real-time text data out to RDS, HD Radio, your web site and other destinations - up to ten total! PADapult works great with DAD, but also can work with other automation systems to deliver 'now playing' data direct to web sites and receivers. Plus, PADapult and our PADLive! Module let you play CD's on air or do live news/sports/talk programming, and still have real-time, relevant text sent to HD Radio, RDS or your station's web site. In fact, PADapult also supports social networking destinations like FriendFeed and Twitter, to help you keep connected with your audience!

Along with program-related data, PADapult can also be used for scheduled messages ranging from traffic and weather info to promotional or commercial material to Amber alerts, giving you more ways to cross-promote, brand and generate additional revenue! PADapult allows you to create, schedule and maintain an unlimited number of pre-defined messages, then track them for billing. If you have a compatible automation system (like DAD), you can even send iTunes song ID information to iTunes tagging enabled HD Radio receivers, allowing additional revenue opportunities.

Since PADapult is a stand-alone application, you can use it with any automation system. Plus, PADapult is an outright purchase, not a monthly service, so you only pay once! Take control of your data, simplify it, create with it, monetize it and get it 'out there' with PADapult!

Requirements

PC running Windows XP Professional, connectivity to HD Radio Exciter/Importer, RDS encoder, web site, automation system and/or other services or pieces of equipment.

Why buy from ENCO?

ENCO delivers world class audio delivery and automation tools to the most demanding television and radio broadcasters on six continents. Our solutions range from large multinational television live broadcast applications to the needs of the small market unattended radio station. We bring our customers flexible solutions that work the way they do while delivering exceptional value, performance and reliability.

ENCO Service and Support

ENCO's full line of support options ranging from implementation guidance and training, to 24/7 telephone support will protect and increase the return from your automation investment. Our engineers understand your business challenges and are ready to help you achieve your goals. ENCO software products are regularly updated with powerful new features and capabilities to bring ever increasing value to your operation.