



RAMA is the first metadata delivery appliance for radio stations and networks, distributing network PAD/PSD data to affiliates on a real-time or store and forward basis. RAMA is also a remotely

administered metadata tool allowing configuration of local stations' data feeds from any location. Stations can send customized data to as many as ten destinations, including HD Radio, RDS, Twitter and your station web site. RAMA is the height of flexibility with the ease of use that only an 'appliance' can deliver!

RAMA Benefits

- * RAMA is an integrated rack mount solution, providing a reliable all in one, 'plug and play' answer to your network and local data needs.
- * PADLive!, included with RAMA, allows three levels of priority for local, manual, 'instant' messages.
- * RAMA is a stand-alone appliance so it can be used with any automation system or network data source.
- * Text data can be sent to whichever service(s) you choose, automatically or on the fly.
- * Configuration and administration is web-browser based, so it's easy to operate and is remotely accessible.
- * When used with compatible automation systems, RAMA supports sending of iTunes tagging information for HD Radio.

RAMA Summary

RAMA is the award-winning answer to all your metadata distribution needs in a small yet powerful box. The powerful 1 rack unit high hardware makes it a durable addition to your facility, and its 1RU size makes it easy to install in even the most crowded plants. Configuration and control are done through an easy-to-use browser interface, so there's no need to setup another keyboard, mouse and monitor. It's ready to go just minutes out of the box, and with two network connections it easily bridges the gap between the outside world and your automation network.



PADapult is at the heart of RAMA and gives you the power to create and distribute 'now playing' information along with compelling message casting content by sending real-time text data to your RDS encoder, HD Radio Importers, your web site and other destinations – up to 10 total! RAMA works with DAD, Presenter and other automation systems, and can act as a standalone unit that receives data from a network head-end.

More 

RAMA (cont'd)

Generate revenue with RAMA by creating scheduled messages for promotional material and commercial sponsorships and merge it together with weather, news, traffic or other live alerts. And with a compatible automation system (like DAD or Presenter), you can even send iTunes song information to iTunes tagging enabled HD radio receivers. An optionally available package allows stations to easily create a "now playing" display on their web site complete with Buy Now links.

RAMA bridges the gap into the next generation of data for broadcast with the ability to retrieve and resend sets of data. Imagine being able to download an hour-long program from an FTP site and then play it back with metadata that automatically changes as the material in the program changes. Interleave local station data with metadata being retrieved by a network provider – no more gaps in your 'now playing' data when you go to satellite. Now your data looks live and local all day long! RAMA is the future of metadata transmission, available today on a buyout basis with no monthly fees or additional surcharges for extra formats!



Web Configuration Screen for RAMA

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.

DAD, PADaput and RAMA are registered trademarks of ENCO Systems Inc. Windows is a trademark of Microsoft Corporation. HD Radio is a trademark of iBiquity Corporation. iTunes is a trademark of Apple, Inc. All other trademarks are the property of their respective owners. ENCO reserves the right to change features or specifications of any ENCO product at any time without notice. Version 092109.