

## StreamLine®

All-inclusive station automation, traffic management and music scheduling system



Radio stations around the world can benefit from StreamLine's uncompromising approach to automation, scheduling and traffic.

StreamLine® brings together premier technology for station automation, traffic management and advanced music scheduling in one tightly integrated, turn-key system. Built on the foundation of ENCO's DAD®, Wicks Visual Traffic® and Powergold®, StreamLine is unparalleled in capability. StreamLine addresses the complete needs of radio broadcasters from the smallest station to large clusters or distributed groups. StreamLine integrates DAD's Library/Playlist functions with Visual Traffic spot entry/log management and Powergold music scheduling/analysis, simplifying workflow. Delivered as a single integrated solution, StreamLine frees broadcasters from managing multiple discreet applications and interfaces, eliminating errors and synchronization issues.

### Features and Benefits

#### DAD Automation

- Fully automated audio delivery to live-assist, and everywhere in between.
- Ensure effective playout and use of commercial spots.
- Rapidly perform simple edits to fit time constraints.
- Utilize the latest standard hardware components for total flexibility.
- Create "live sounding" automated formats quickly and easily.
- Integrate news, traffic, weather and other sources into a single activation screen.
- Remote operations quickly produce the right content, at the right place at the right time.
- Scalable to meet your needs now, and the flexibility to address future requirements as needed.

#### Visual Traffic Management

- Easily handles multiple stations, statement groups and corporate information requirements.
- Robust reporting and preview capabilities for any function.
- Automatic scheduling and e-mail reporting.
- Easy on-screen creation and updating of all log avails, events and notes.
- Quickly search customer and order information from on-screen log.
- Automatic scheduling guarantees up-to-the-minute avails.
- Order entry connected to copy record to ensure correct script airs when scheduled.
- Automatic invoicing and customer tracking.
- Supports income splits in any multiple station environment.

#### Powergold Music Scheduling

- Centralized music database can be shared across enterprise and integrated with station specific additions.
- Thorough on-line help, "drag and drop" functionality and powerful import wizards make it easy to import, search and find music.
- Automatic Point Scaling provides unlimited flexibility in rule interpretation and setting.
- Complete analysis and reporting of rotations permits better tuning of playlists.
- External WEB linking of songs enables rapid research during show prep.
- Music Exchange File format simplifies process of sending library components to other sites.
- Powerful scheduling features make problematic airplay patterns visible, identify rule violations and make corrections quick and easy.



# StreamLine® (cont'd)

## Summary

StreamLine automation is DAD, a complete automation solution, scalable from the largest multinational television or radio broadcast application to small closed circuit systems found in professional sports venues. DAD is a third generation modular software system built upon ENCO's proven and widely accepted DAD family of products in use at thousands of facilities worldwide. Running on standard off-the-shelf PC hardware, DAD's complete toolkit allows broadcasters to implement an audio delivery and automation system that precisely meets their needs. Combining deep functionality of multiple reproducers or "players" and recorders, flexible array panels and user defined hot keys, DAD enables broadcasters to optimize performance for their specific requirements. It provides a platform for integrating the many sources of content flowing into today's modern broadcast environment .

StreamLine includes a powerful traffic management application, Visual Traffic, from Wicks Broadcast Solutions. Visual Traffic is a complete, management oriented traffic system designed to keep pace with the rapidly changing and competitive world of radio and television. Visual Traffic's visual, innovative approach provides easy operation in every aspect, from order entry through final invoice. Multi-station capabilities, managerial reporting functions, and flexibility make Visual Traffic the ideal solution for any traffic management needs.

StreamLine also incorporates the premier music scheduling application, Powergold. An advanced, powerful and easy to use music scheduling application, Powergold provides a complete workbench for developing and scheduling program content. Powergold combines extensive scheduling and library management functions with flexible rule creation and analysis to ensure quality playlists are developed quickly and effectively.

All StreamLine applications are tightly integrated and launched from DAD's user interface. StreamLine eliminates issues with multiple application interfaces, data import, export, synchronization and merging.

StreamLine is available modularly as software only, or as a turnkey system delivered with ENCO's tested and proven hardware configurations.

For more information from our partners, visit their web sites at:

**DAD**

[www.enco.com](http://www.enco.com)

**V.T. Visual Traffic**

[www.wicksbroadcastsolutions.com](http://www.wicksbroadcastsolutions.com)

**Powergold**

[www.powergold.com](http://www.powergold.com)

## 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 is a registered trademark of ENCO Systems Inc. Windows is a registered trademark of Microsoft Corporation. Visual Traffic is a registered trademark of Wicks Broadcast Solutions. Powergold is a registered trademark of Micropower Corporation. 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 121206.