

Newsletter June 2009

# DIGISPOT® II

## Broadcast - System

### S J M - The Smart Jingle Machine

The DIGISPOT® II System now applied at Radio Hamburg and Oldie 95,



the two most successful Musicstations in the new Radio House in the Centre of Hamburg.



With a new Tool in the new installed DIGISPOT® II Radio Broadcast System, the

### S J M The Touchscreen controlled “Smart Jingle Machine”

DIGISPOT® II has been the first ON-AIR Broadcast System offering a versatile direct access Jingle play-out system, called CartAsisst. Based on the experience and on the user reflections, the next step has been completed now and is available for the ON-AIR Program production and the moderator in the Studio, to integrate a perfect music sensitive integration of the Jingle’s ON-AIR.

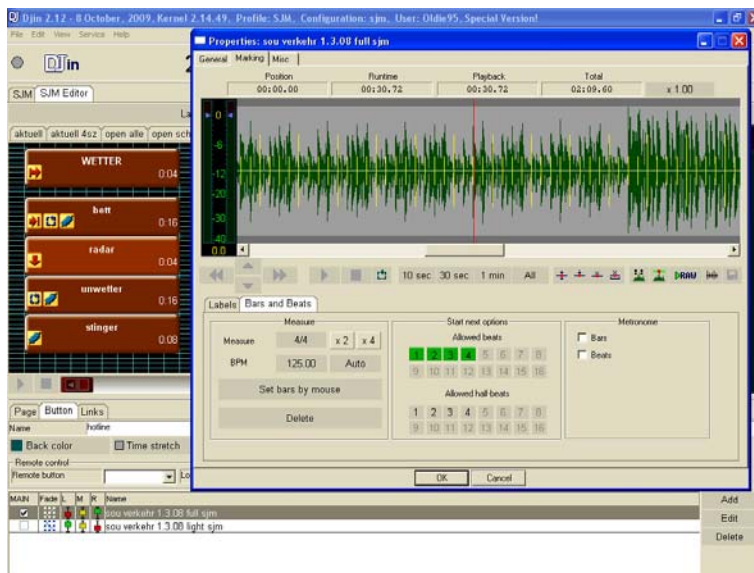




Can you imagine how attractive it is, when the soccer fans shout “goal, goal, goal” in the rhythm structure of the last piece of Music, the music bed, Jingle and or the next piece of music.

The touch sensitive Fader on the bottom of the screen does also provide a very smooth transition by controlling the sound intensity to optimise the balance for the talk over.

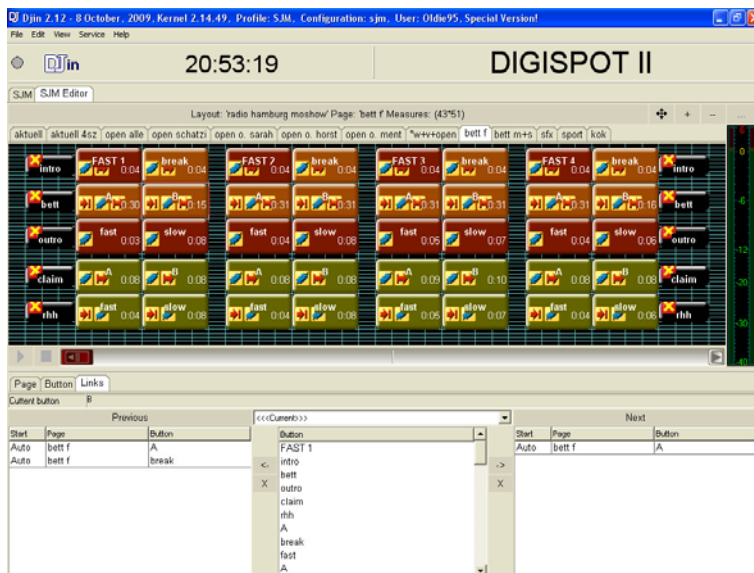
A perfect “Pitch” control allows a wide range of “Beat” rhythm change for smooth transitions in relation to the type of Program. Building loops for an underlay music bed or sound effect can easily be obtained by the incorporated software algorithm.



The S J M Software does provide two modules, the ON-AIR Play out application for the Moderator in the Studio and the S J M Editor application for the producer of the ON-AIR Design, to prepare the music beds and the Jingles for the operator in the ON-AIR session.

The ON-AIR Designer has access to all music, jingles and sound effects on the system-networked database. This is offering the freedom and independence from external sound design companies, if individual design is the policy of the radio station.

S J M is a Module in the DIGISPOT®II broadcast system software, referring to the system SQL Meta Data Base.



And not only that, multiple type of pages with multiple layer can be prepared by the production department for the SJM touch screen in the studio, which can also be updated online over the network. By this it becomes a universal tool to present the news and playing the teaser, the beds, the headlines and the original audio reports with adapted sensations to the actual news material and or any Program content. The Graphics of the touch screen surface can be designed individual for most ergonomic control adapted to the tasks.

It can be obtained as a stand-alone software with it's own SQL database. Interfacing to third party database systems is depending on their individual structure.

