



All in Media powers visual radio trials in Ireland

London, 10 July 2012 – All in Media (AIM) announced today its participation in the commercial digital radio trial currently taking place in Ireland. This DAB⁺ trial, which is already on air in Dublin and is due to launch in other cities in Ireland later this summer, showcases digital audio and visual radio services including Slideshow and DLS.

Dusty Rhodes, MD of dB Digital Broadcasting, said “Digital offers many benefits to the Irish radio listener. We have launched this trial to demonstrate to the regulator, broadcasters and consumers in Ireland the future of radio. Alongside commercial audio services we are also testing visual services and have been impressed with the ease of implementing these new services with AIM, the first commercial visual service on-air in Ireland!”

Chris Gould, CEO, All In Media “The trial in Ireland is a good platform on which to demonstrate the visual radio applications that AIM Rapid can support over DAB⁺ to the wider industry. The visuals are similar to commercial services we currently have on-air in Australia and elsewhere. They demonstrate to broadcasters how content created for other platforms can easily be made into visuals for DAB⁺ digital radio”.

AIM is providing the backend broadcast system for this trial using Rapid. Rapid enables broadcasters to automatically gather content from a variety of sources including their play-out and EPG systems, RSS, online data and more. Rapid publishes this content across digital radio, FM, online and mobile platforms.

For more information on how AIM can power your visual radio services go to www.thisisaim.com.

For more information on the digital radio trial in Ireland go to www.dbdb.ie.

END

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Notes to Editor: About All in Media (AIM) - All In Media is the world leader in broadcast systems and App development for digital radio. As stations move towards connected and hybrid radio AIM understands what broadcasters need to maximise their data across platforms using Rapid, a tailored broadcast solution. All In Media has built a reputation for consistently exceeding customer expectations and has proven to be an innovator in this space. The expert team at All in Media provides full customer service and support. With offices across three continents and a worldwide customer base including renowned public broadcasters as well as industry leading commercial stations AIM understands your market. From broadcast systems to mobile Apps, All in Media has the solution to powering your visual radio.....

Our clients include the BBC, Austereo, ABC, DMG Radio, Absolute Radio, UTV, RTÉ, RTHK and many more