

## **AIM supports the Radio Festival TechCon Event!**

*Manchester, Monday 12 November:* All in Media, the leading developer of broadcast systems and mobile apps, believes that user-led technology will maintain radio as a key media in the 21<sup>st</sup> Century.

The company, which is the main sponsor of this year's Radio Festival TechCon event being held today at The Lowry, Salford Quays, says that the social media revolution and advances in smart phones and digital technology is providing a fresh impetus to the industry.

The TechCon day at the Radio Festival is aimed at engineers and programmers, bringing together the best and brightest to share their thoughts and ideas on the latest innovations.

All in Media CEO, Chris Gould said "We are very happy to be sponsoring TechCon, as we see ourselves as leading developers of systems and apps that are helping to redefine radio on screens and in the mobile app world.

It is vital that the radio industry stays at the forefront of technological developments that improve the media experience for listeners and advertisers. TechCon brings together some of the leading players in the marketplace who understand the role radio can play in a technology-led society. "

Our broadcast system products enable the delivery of visuals across all platforms, saving programmers' time and optimising the use of visual content for stations, whilst we design radio apps to ensure that listeners get a visual app which is easy to use, all in the spirit of the Techcon event!"

Dave Walters, Chairman of the TechCon organising committee said "#techcon12 has been focusing on the visual impact of radio broadcasting, and whether wireless with pictures will catch on. Today's sessions show that it already has! Many thanks to AIM for sponsoring today's important and hugely successful event."

Chris Gould adds "Visualisation is becoming an increasingly important part of the radio experience for broadcasters and from the point of view of advertisers and the car industry where screens are already standard. Broadcasters need to ensure the technology they have available can maximise their visual presence to meet listeners increasing expectations".

All in Media will be supporting the Radio Festival TechCon event on 12 November. If you would like to meet one of the team please contact 020 3397 5950.

AIM is powering visual radio for commercial radio stations throughout the world. To find out more go to [www.thisisaim.com](http://www.thisisaim.com)

For information on AIM's broadcast system RAPID or information on mobile Apps developed by AIM please go to [www.thisisaim.com](http://www.thisisaim.com)

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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..... All in Media recently built the highly successful UK Radioplayer app - download the app now!

Our clients include the Absolute Radio, BBC, Real & Smooth Limited, UTV, ABC, DMG Radio, , RTÉ, RTHK, Southern Cross Austereo and many more