

# All in Media supplies *Rapid* software to Italian digital radio network operator

*London, 11 April 2013:* All in Media, the leading developer of broadcast systems and mobile apps, has supplied its radio broadcast system, *Rapid*, to Club DAB Italia to streamline the management and publishing of visual radio services as part of the new digital radio roll out in Italy.

All in Media (AIM), is working with the Italian network operator Club DAB Italia, making DAB+ digital radio a success in Italy. This project is being developed in partnership with the Swedish company, Factum, recently provided a new DAB head-end system to Club DAB Italia using the latest superior platform.

Chris Gould, CEO, AIM “Digital radio is developing throughout Europe and Italy is a key market for radio and, in the future, digital radio. The Italian radio market’s transition to digital is moving forward at speed and we are delighted that Club DAB Italia has chosen AIM to help them to showcase the full functionality digital radio provides”.

AIM’s *Rapid* software enables radio stations to broadcast visual services across DAB+ and other platforms; whether gathering information from news and social media feeds, web data or from automation or EPG systems, Rapid allows broadcasters to manage their visual content in an efficient and effective way, saving time and money.

“Broadcasters need to be at the cutting edge of content delivery and need to be in control of their content on all platforms. We offer a simple system which does this, and will continue to work with the Italian market as part of their on-going drive to go digital” added Chris.

AIM will be attending the WorldDMB meeting in Trentino on Monday 15<sup>th</sup>–Tuesday 16<sup>th</sup> April to give demonstrations of Rapid to Italian broadcasters.

For more information on how AIM’s software and solutions can help your station grow its digital presence and generate new revenue streams across broadcast, online and mobile please contact Chris Gould, CEO, All in Media, [chris.gould@thisisaim.com](mailto:chris.gould@thisisaim.com)

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**Notes to Editors:** About All in Media (AIM) – All In Media ([www.thisisaim.com](http://www.thisisaim.com)) is a leader in the radio technology industry, supplying broadcast systems and mobile apps across the world. The company has offices in three continents with a customer base that includes renowned public broadcasters as well as industry-leading commercial stations. The company has released over 200 apps, and dominates the UK, Irish and Australian markets. AIM has been featured in worldwide publications’ including the top radio app lists in The Guardian, Sunday Times and the Sydney Morning Herald. The

company has built a reputation for consistently exceeding customer expectations and is an innovator in the radio technology market. The expert team at AIM provides full customer service and support.

AIM's clients include ABC, Absolute Radio, BBC, DMG Radio, Real & Smooth Limited, RTÉ, RTHK, SBS, Southern Cross Austereo, talkSPORT, UTV and many more...