



Social media is changing the game

How radio wins

By Broadcast Bionics

Ever tried talking to someone wearing headphones?



...Annoying isn't it?

When someone can't hear you...

After 90 years building sound-proof boxes the social media revolution means radio needs to rethink studio design, broadcast technology and our relationship with listeners.

Broadcast Bionics has been working with leading broadcasters around the world on software that powers listener interaction, monitors and manages social conversations and shares content in amazing new ways.

In collaboration with broadcast engineers, producers, presenters and online teams we have designed remarkable tools that enable a completely new level of engagement between broadcasters and their audience.

Social media is a game changer. We have changed the rules of the game so radio wins.

I passionately believe that with this technology the new media and mobile economy offers radio greater creative and commercial opportunities than any of our 90 years to date.

Let me show you how Broadcast Bionics can help...



Dan McQuillin
CEO Broadcast Bionics
[@bionicsdan](#)

**OASIS provides the social media tools
broadcasters need to discover compelling
content and make great radio.**

social headphones

OASIS aggregates multiple sources and social media accounts to deliver a unified view of your audience interaction.

Smart technology seeks out and uncovers the latest messages from the artists you are playing, news stories that are breaking and celebrities your audience cares about.

Analytic tools reveal trends and track the reaction, mood and mind of your audience with powerful sentiment analysis.



social mixer

The intuitive PhoneBOX4 interface drives collaboration between production staff and on-air talent to get the best content to air in the fastest possible time.

In addition, it delivers rich multi-platform experiences with voting, contests, interactivity and messages.

Oasis connects to key broadcast equipment, continuously providing exactly the right information, no matter how busy things get in the studio.





radio visualisation

Virtual Director from Broadcast Bionics combines social media messages and photos with intelligent camera control and automated graphics generation.

Using mic levels, fader positions, music payout and social media information to create a rich TV experience, without additional staff or complexity.

Instantly capture and share video, audio and stills straight from the studio to social platforms.

Virtual Director doesn't just make engaging TV, it makes your best radio content shareable and discoverable to a whole new audience.



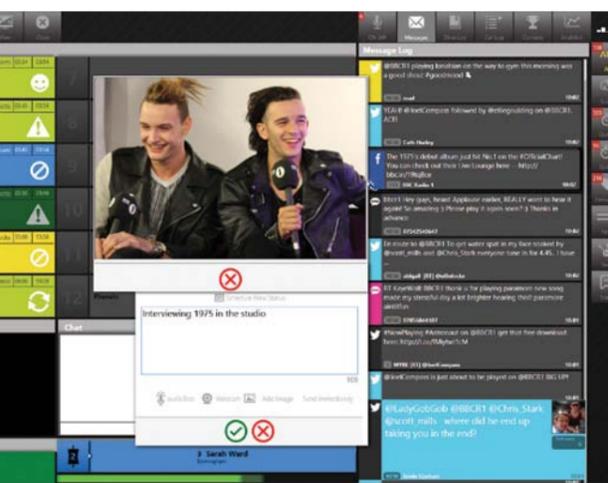
social microphone

Rapidly respond, reply, retweet or route messages to build loyalty and relationships.

Target specific content and messages to the most relevant and socially influential listeners.

Crop, optimise and brand images to publish photos from the studio instantly.

Reach beyond your traditional audience with tools to turn your content viral.



“ This genius software clearly consolidates all listener interaction into just one screen in each of our new studios at Golden Square. It really is the only piece of broadcast kit designed to do the job.”

Peter Fletcher, Head of Broadcast Systems, Bauer Radio Ltd

“ We chose Virtual Director for LBC because we can leave it running 24/7. It cleverly captures everything and it's then quick and easy for us to grab and publish video highlights from our programmes.”

David Holroyd, Head of Technology Operations, Global Radio



www.bionics.co.uk
+44 (0)1444 473999
info@bionics.co.uk

Broadcast Bionics, The Barn, Hurstwood Grange, Hurstwood Lane, Haywards Heath RH17 7QX U.K.



BROADCAST BIONICS