



BROADCAST BIONICS



Video shared the radio star

Dan McQuillin's first experience of visualization was as part of the team who in 1998 brought Chris Evans Virgin Radio breakfast show to Sky One viewers every morning. 16 years later as MD at Broadcast Bionics he is bringing radio back onto people's screens again.

With Virtual Director, Broadcast Bionics offers an innovative and affordable new approach to visualizing radio. Integration with their PhoneBOX solution combines social media messages and photos with intelligent camera control, automated graphics generation and image and video sharing.

"We see the opportunity for visualization very differently from 1998" says McQuillin "Virtual Director's aim is not automatic television, it's about making shareable radio."

At all times Virtual Director is capturing stills and video stations can publish and share immediately onto Youtube, Twitter & Facebook. Visualization to McQuillin is about more than equipping radio with pictures for multiplatform devices, it is about making the great content radio already has available, shareable and discoverable across new media.



"Virtual Director's aim is not automatic television, it's about making shareable radio."

Dan McQuillin, MD, Broadcast Bionics

Monitoring not just mic levels and fader positions but also music playout/scheduling and social media information Virtual Director transforms radio studios' and their content into a rich TV experience, without additional staff or complexity. Smart algorithms follow the conversation and content, switching cameras, updating graphics and even changing camera angles to match.

One problem for visualization systems is what to show when the microphones are closed, with Social integration Virtual Director blends artist and album art images alongside tweets, texts and EPG information to keep the audience engaged.

Traditional radio lacks the sharing habit and social media hooks which the images and video from visualization can provide. Virtual Director does make engaging TV, but more importantly it has the power to bring your best content to a whole new audience.

"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

