Bionic STUDIO

Talkshow

Getting Started Manual

Revision:	0001
Date:	July 2014
Author:	DBS

Errors & Omissions Excepted

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Introduction

This Getting Start Guide is designed to introduce new users of Bionic Talkshow (previously called PhoneBOX) to some of the basic concepts and functions within the application. In many cases Bionic Talkshow offers multiple ways of achieving the same thing, but some options may be more appropriate in certain circumstances. This manual aims to present the most straightforward approach to all of the basic functions.

If you experience any problems with your Bionic Talkshow software or for further details on all of the additional functions and operations not covered in this starter guide, please contact your local Bionic Talkshow representative or Broadcast Bionics directly.

Starting Bionic Talkshow

To start Bionic Talkshow, simply double click on the Desktop icon as you would to start any other application.

The splash screen shown below will appear as the software connects to the server:

Fig.1 Bionic Talkshow v4 Splash Screen

Once Bionic Talkshow has connected to the server the splash screen will disappear.

It is then possible that you may be prompted by several dialogue boxes prior to the software starting fully. These are:

- Show dialogue (to select the show you are logging in to)
- Line layout dialogue (to select the number of lines you are using)
- Device layout dialogue (to select the screen layout for the handsets/headsets and hybrids you require)
- Optional Devices such as extra TBU's or Codec's

If your system prompts you with any of the above dialogue boxes which have not been covered in your user training, please consult either your local on-site technical staff, your local Bionic Talkshow Representative or contact Broadcast Bionics directly.

Screen Layout

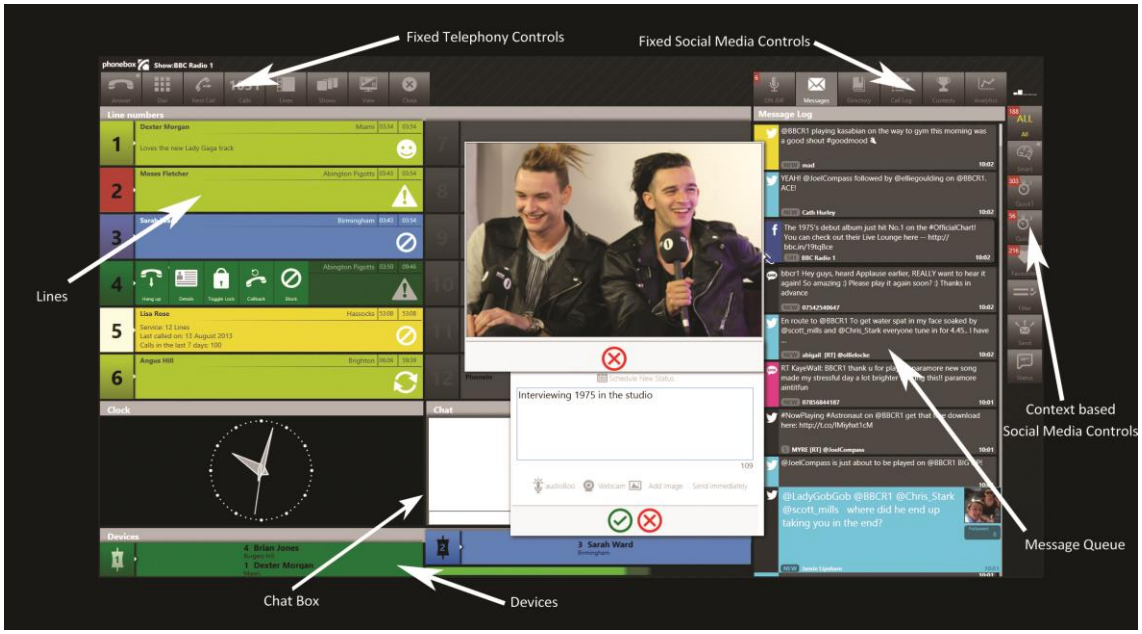

Fig.2 A typical screen layout for a Bionic Talkshow Client.

Each installation will vary slightly, depending on the number of lines displayed, and also on the number of handsets and TBUs / hybrids shown. This manual refers to handsets and TBUs / hybrids as 'devices'.

Line & Device Context based menus

Both lines and devices have "slide-in/slide-out menus. The items presented in these menus change depending on the "state" or "context" of the line or device as follows;

Fig.3 Line menus – ringing line

Reject – This will Reject the call without taking it
History – This will pop up the call History for this caller

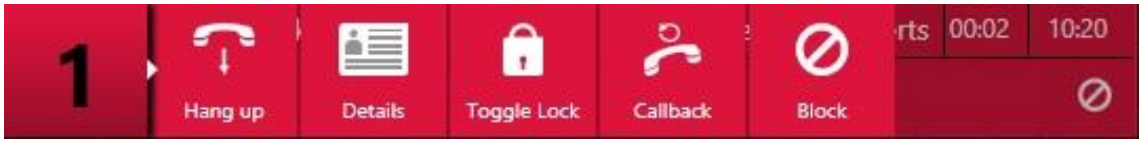

Fig.4 Line menus – Live call

Hang up – This will hang up the call
Details – This will pop up the call details box allowing you to enter data to the database
Toggle Lock – This will lock the call to the line protecting it from being hung up
Call Back – This will mark the call to be called back later
Block – This will immediately block or blacklist the caller

Fig.5 Line menus – Parked Call

Hang up – This will hang up the call
Details – This will pop up the call details box allowing you to enter data to the database
On Air – This will send the call to the On Air queue for use by the presenter

Fig.6 Device Menus – Active device

Conference – This will put the device in conference mode allowing up to 4 callers simultaneously on the same line/fader
Dump Mode – This mode will hang up each caller as the caller is taken to air on the same device

Fig.7 Device Menus – Live Device

Hang up – This will hang up the call
Dump Mode – This mode will hang up each caller as the caller is taken to air on the same device
Record – This will allow you to record the call for use later

The Active Device

The Active device is indicated by a pulsating device number. Any dialling or routing actions will happen on this device until another device is made active. This also includes calling people back from the phonebook.

Fig 8 Device number

To change the Active Device

To change the active device, simply click on another device when that device is not in use. The box on the other device you have just clicked on will now pulsate instead and will become the Active Device.

LineBox Layout

Shown below is an example of a typical LineBox on a Bionic Talkshow screen. An explanation of the basic elements follows;

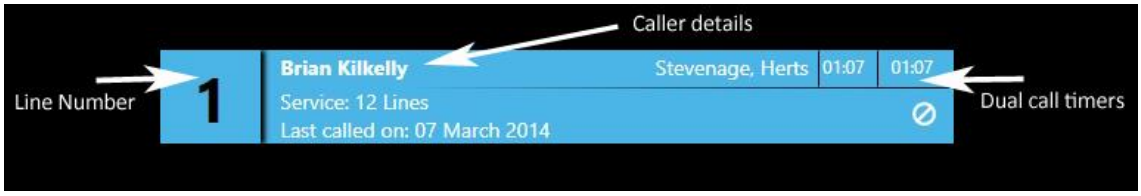

Fig.9 A LineBOX

Name

Bionic Talkshow has comprehensive databases built into the system. This means that when a call arrives in the system, if it is from a known phone number (using Caller ID) Bionic Talkshow will present on screen the caller name associated with that number if known. If not, the system will display the phone number of the calling party. If no CLI information is given by the caller then 'WITHHELD' will be displayed instead.

In cases where the caller is not known to the Bionic Talkshow system a name may be entered manually in the "call details" window. This information will then simultaneously be seen on the line.

Location

In a similar way to the Name information presentation, Bionic Talkshow will also display a Location for the caller if one is known. If one is not known but CLI is present, then Bionic Talkshow will use its look-up database of STD codes and will display the nearest locality it can match to the area code part of the telephone number.

Again, Location information can be entered manually using the 'Call Details' window.

The amount of detail given in the area field will be dependant on where the caller is calling from and the amount of details in the database for your country.

Point

The Point field is used to provide a brief description of what the caller wants to say so that producers and presenters are aware of each caller's reason for calling before they take the call.

Call State Timer

The Call State Timer shows how long the call has been in its current state. You will notice, every time a call is taken on and off of hold, this counter will clear down to zero.

Call Duration Timer

The Call Duration Timer is the total time that the call has been present in the Bionic Talkshow system. This timer does not reset when the call changes state.

Dialling a Call

The simplest way to dial a call in Bionic Talkshow is as follows:

- Highlight the device on which you wish to dial from (this could be a handset or a hybrid). The pulsating device number will confirm you have made it the Active Device.
- Click on an empty line
- The Dial dialogue box appears. Enter the number you wish to dial

Fig.10 Bionic Talkshow dial pad

- Click the red 'Dial' button at the bottom of the Dial dialogue box
- Bionic Talkshow will make the call on the line you chose

If you click the Dial button in the top left of the screen to bring up the dial pad you will also receive a drop down at the bottom which allows you to select which set of lines you dial out on. When you hit dial the call will be placed on those lines and will use the last slot in that section. Shown below is what would need to be selected on a setup that was in Studio 1 and had an XD line available.

Fig.11 Line group selection

Placing a Call on Hold

To take a call that is already on a device, and place that call on hold (park the call), simply click on the line box of the line in question. The line box will turn green.

The example below shows firstly the call on Line 1 routed to a Device (the Handset), and then the same call placed on hold. The call has changed from Orange (the Device colour), to Green (the holding colour), and the call is no longer shown on the handset.

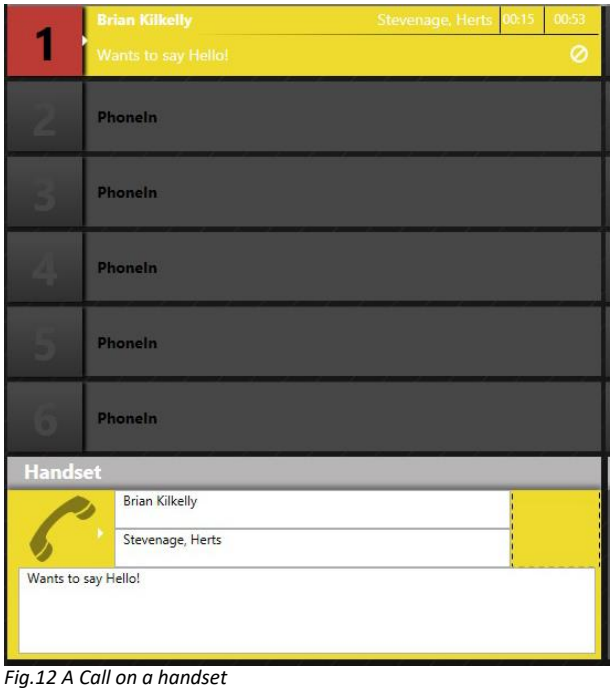

Fig.12 A Call on a handset

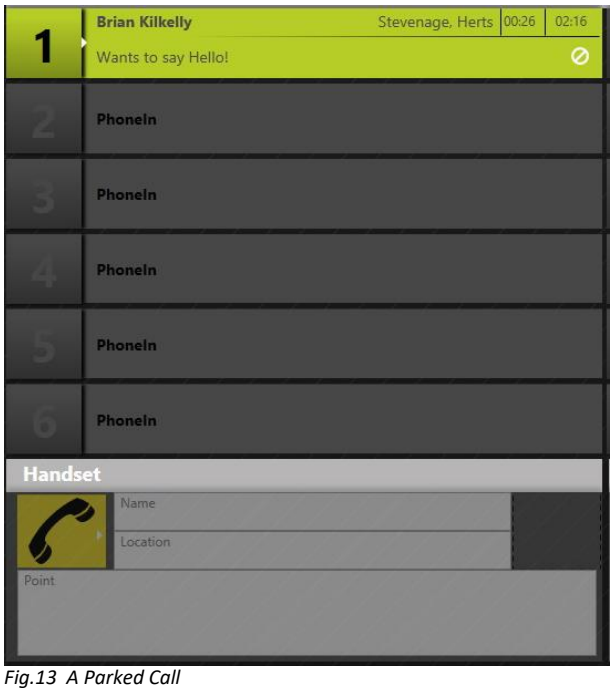

Fig.13 A Parked Call

Answering a Call

A ringing call in the Bionic Talkshow v4 system will pulsate blue and yellow on screen as shown below.

Fig.14 A Ringing Call

In situations where the caller is sending CLI information, the caller's phone number be displayed as shown. If the caller is already known to the Bionic Talkshow database then the caller's name will be shown (as above) in place of the phone number.

To answer a ringing call:

- Choose which device you wish to answer the call on and make it active. The device number will pulsate on the devie you have chosen.
- Now, click on the LineBox of the ringing line
- That call will now be routed to your chosen device and you can answer the call.

Terminating a Call

Should a caller hangup at the remote end then the call will automatically disappear from the Bionic Talkshow screen.

If you wish to terminate a call from the Bionic Talkshow, do the following:

- Click on the hangup button from the line menu.

Routing a Call

Routing describes the sending of a call that is on hold, and placing it on a device. Shown below is a held call on line 1. Below the line box is the active device, in this case, a handset.

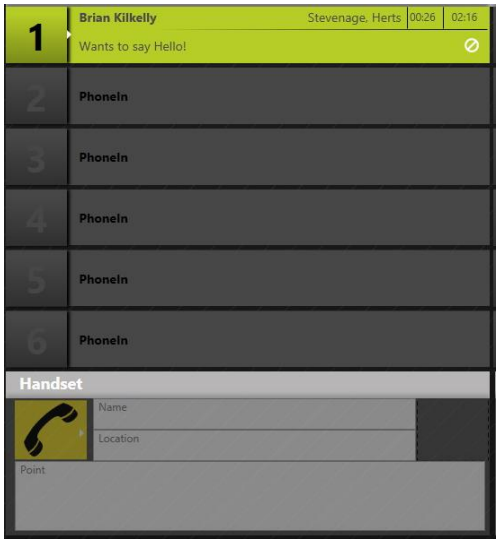

Fig.15 Parked Call to be routed

To route the call that is parked on Line 1 to the handset, simply click on the line box for line 1. The call will be routed to the handset device as shown below.

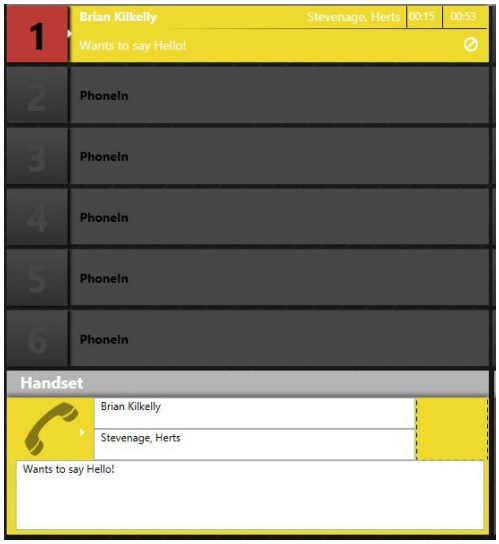

Fig.15 Call routed to a handset

You can see that the call on line 1 has now taken on the colour of the device to which it is routed.

To route a call to a TBU / hybrid follow exactly the same procedure. The only difference would be that you would highlight a TBU / hybrid as the active device rather than a handset, the routed call similarly will take on the colour of the TBU/Hybrid.

OASIS

OASIS is represented by the Message Queue in the Bionic Talkshow v4 Grapical User Interface (GUI). OASIS is an Acronym for **O**n **A**ir **S**ocial **I**nteraction **S**erver. OASIS is able to ingest hundreds of Twitter, Facebook, SMS, Email and Commotion accounts. As new services become popular those additional feed types will be added.

OASIS sits within Bionic Talkshow. Bionic Talkshow is specially configured so that all feeds are routed to the correct studio – whether the station is syndicated or networked. As each show has a log on, you can work in any studio at your station and get the correct accounts for your show.

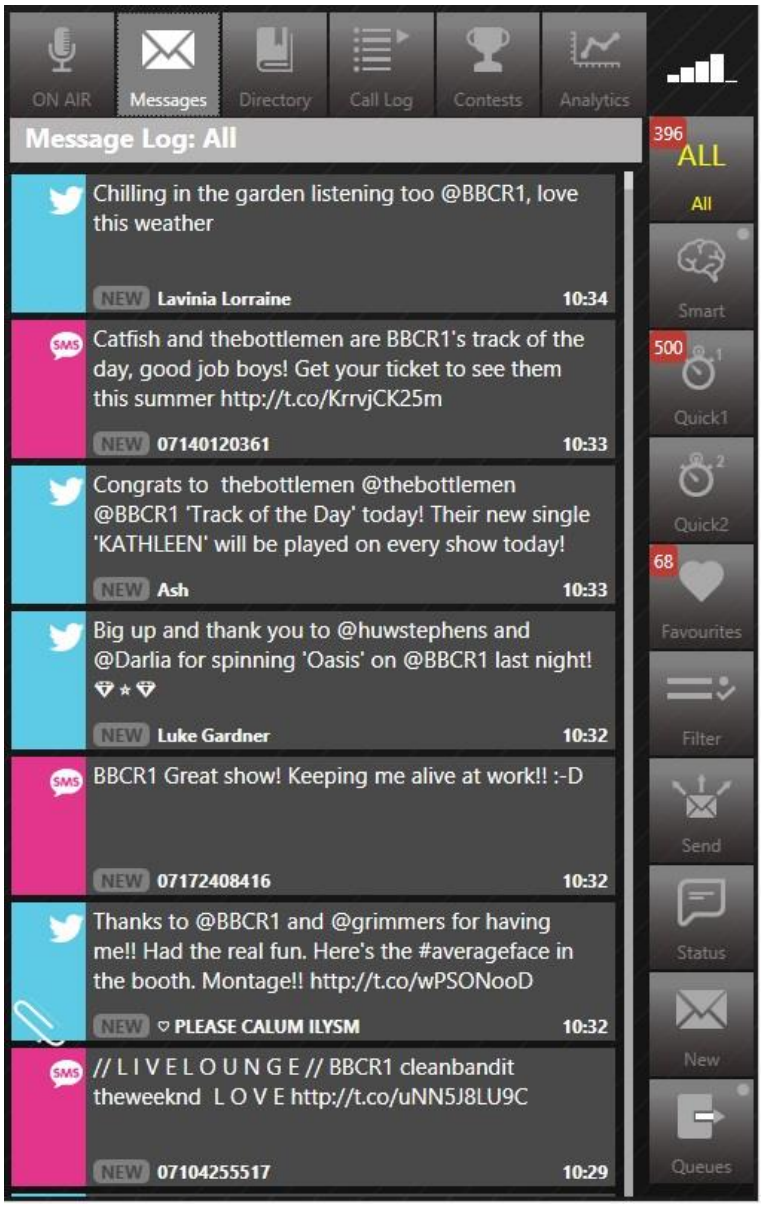

Fig.16 OASIS

Above is the “All” message queue this shows all incoming messages relevant to your show or station. The source of the messages displayed is set in the OASIS configuration allowing you to display only the data relevant to your specific show.

Oasis has a number of other features allowing you to Engage with your listeners, Curate the content and Control where and how it is used, these are explained as follows;

Queues & Filters

The system has several cue modes to enable you to filter the best messages. This can be done by either Social Media type or by Account as shown below.

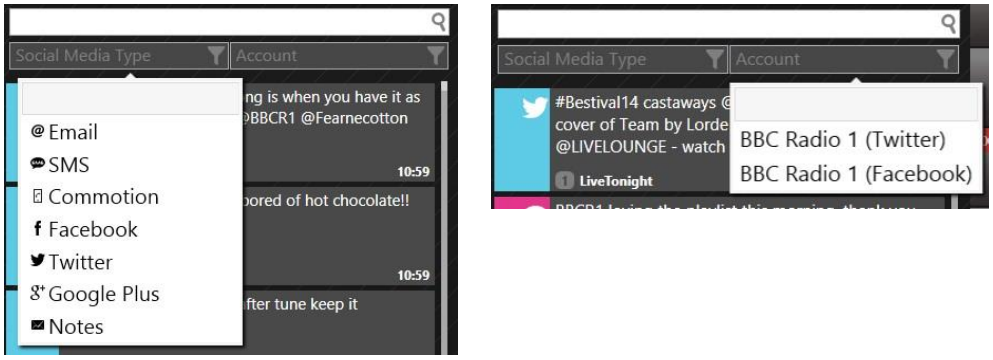

Fig.17 Filtering

Messages can also be sorted/filtered by utilising other Queues.

Smart Queues

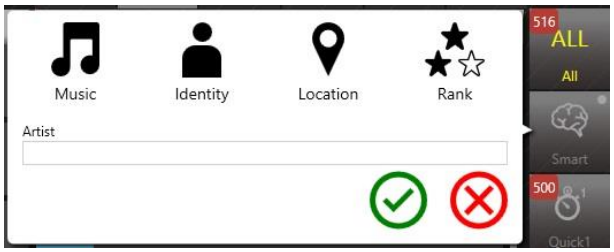

Fig.18 Smart Queues

Music smart Queue

The system puts hooks into your playout system to get the now and next data for the tracks in your playlist. It automatically pulls in Tweets and Facebook posts from the official accounts of the artists in your playlist. It’s fully integrated with MusicBrainz database so it’s always current. Just imagine seeing the Gaga’s support act announced whilst you’re playing one of her tracks! As well as details from the artist, it will also pull and prioritise messages from listeners mentioning, requesting each song/artist or those who like and follow them.

Identity smart queues

Using a database of famous people you can find official accounts of celebrities for guests, tweets and posts relating to them.

Location smart Queues

News stories can be tracked, and by using the geographical location setting you can find tweets nearest a specific area. The Tweeters become your reporters “on the ground”. Using GPS co-ordinates now included in many social media messages, you can identify messages which have been received

from a specific location (eg. Glastonbury). Simply enter the location in the search box and these messages will be filtered.

Rank smart queues

The Rank smart queue allows you to filer messages received by those who have a degree of Social Media influence.

Quick Queues

Quick Queues allow you to filter messages by keywords and other devices such as # (hash) tags. This allows you to set filters around specific subjects to monitor social media about current events – local, national, worldwide, sporting, celebrity… You can have a couple of queues set up specific to your show. These queues can be changed in real time.

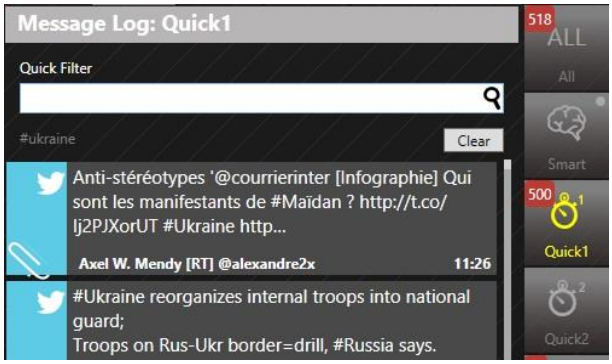

Fig.19 Quick queues

In the example above you can see we are following messages about the Ukraine by filtering all messages using #Ukraine.

Favourites

The Favourites queue displays messages from those you follow directly from within your social media accounts.

Send

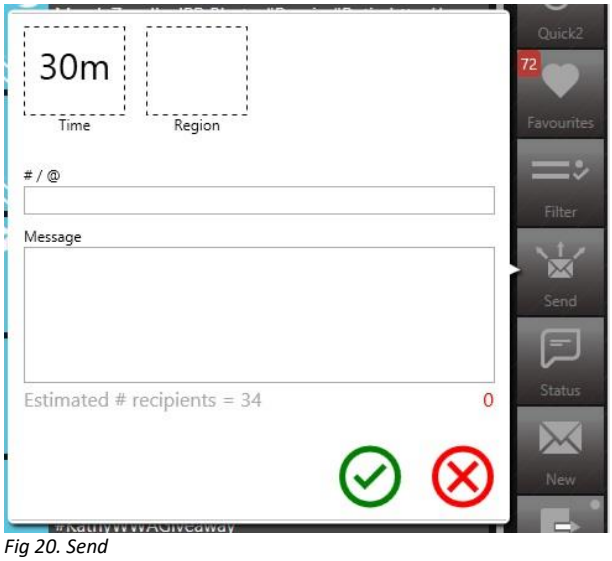

Fig 20. Send

The send feature allows you to push messages out to your listeners using the parameters you select in the send dialogue box. Once set the send function will give you an estimated number of recipient for your specific targeted message.

Status

The status function allows you to post a status and images to Facebook & Twitter directly form the studio in the same way you are able to do from you mobile device or PC.

Fig 21. Status

A selected Message

Once you have selected a message you can see the context based menu on the right hand side of the screen changes…

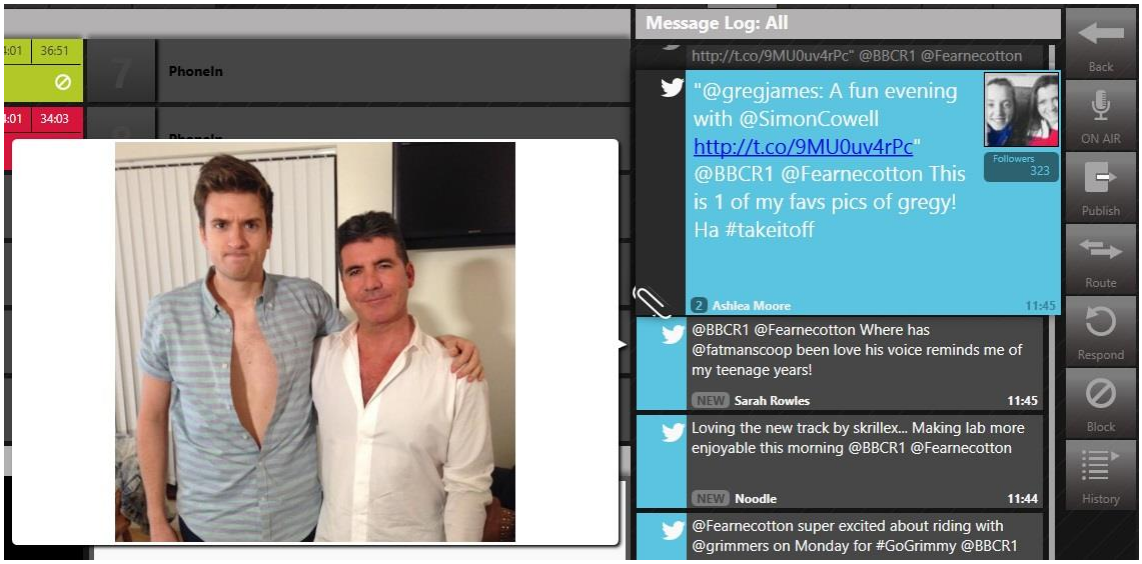

Fig 22. Selected message

You now have the option to;

- Place in the On Air Queue to be read On Air by the presenter
- Publish the content to an external source or simultaneously to many sources (eg, your website, a visualisation system, Commotion, AudioBoo…)
- Route to an alternative department (News, Traffic & Travel, Management or to place it in an RSVP queue for attention after the show)
- Respond – Retweet, reply or add as a favourite.
- Block – Similar to your phone calls you can block messages too (by sender, keyword or subject)

- History – see a history of the followers previous contact
- Edit – edit the message before placing in the OnAir queue for the presenter (the integrity of the original message is always preserved).

On Air Queue

The On Air Queue allows you to build one queue list comprising phone calls, tweets, SMS, Email for read out. Include calls marked for call back, add notes for read out. One list in one place keeps everything straightforward.

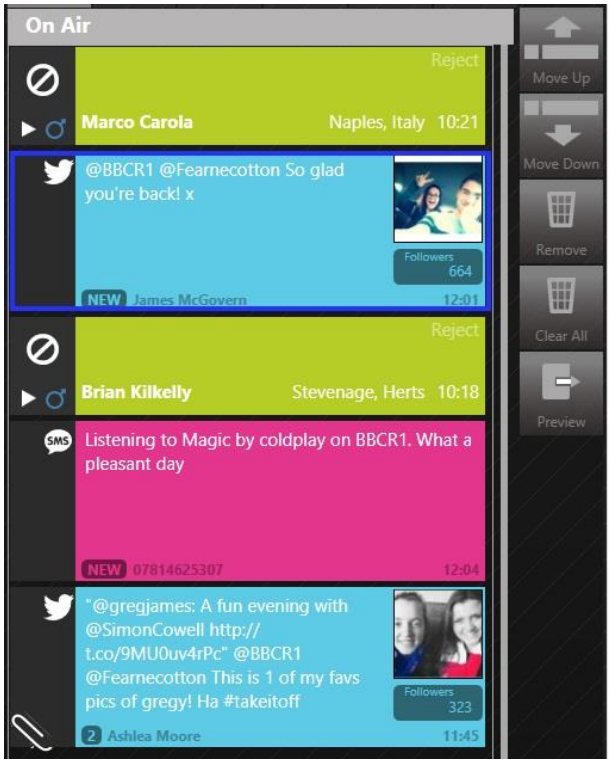

Fig 23. On Air Queue

As in the image above you can sort the queue to create a running order for your presenter to simply use the calls in the order they are queued and focus on the content of the show.

Analytics

The analytics features in OASIS allow you to understand more about your audience, enabling you to build a closer relationship with them based on you understanding of their activity and your engagement with them in real time.

Live Analytics

The live analytics screen shows you data in graphical and summary form relating to all incoming messages from each specific medium (eg: Facebook, twitter, SMS, Email…) you can see total messages received, peaks in messaging and much more.

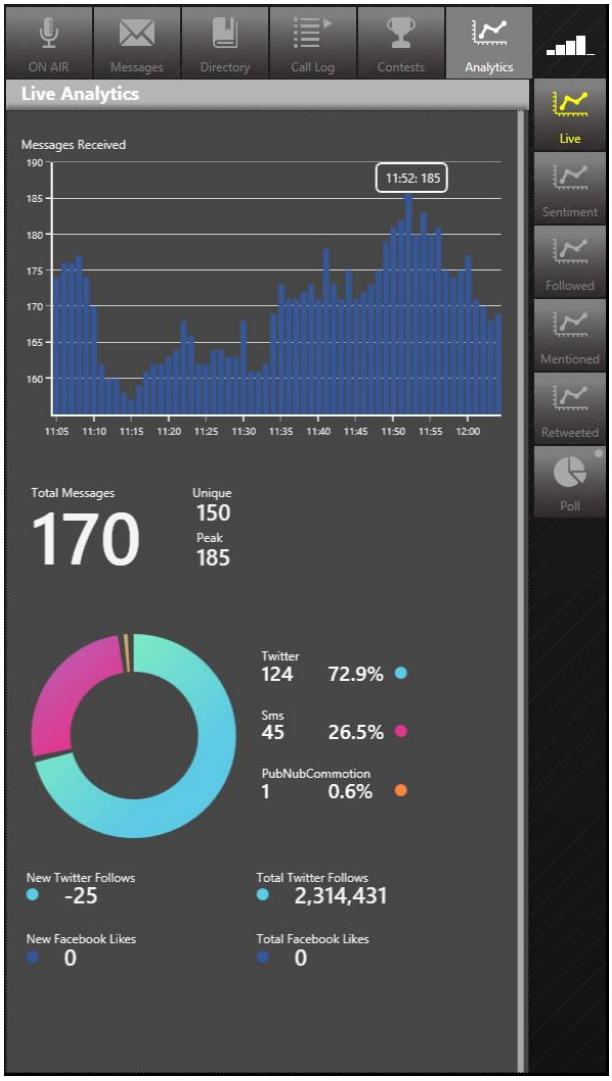

Fig. 2.4 Live Analytics

Sentiment

The sentiment analysis screen shows you;

- a graph plotting the sentiment of your listeners based on the mood of your audience
- the top 5 positive words used in this anaylsis
- the top 5 positive messages used in this analysis
- the top 5 negative words used in this analysis
- the top 5 negative messages used in this analysis

In order to interpolate this data, we adopt an algorithm which analyses words, sentence structure and punctuation which then produces the score which we plot. We also plot peaks where a song has played or where an event has taken place (in the case of a sports station) in order to see what effect his has on the audience mood. In general we find that music stations tend to have a high or positive sentiment whereas news or talk stations tend to have a lower or negative sentiment.

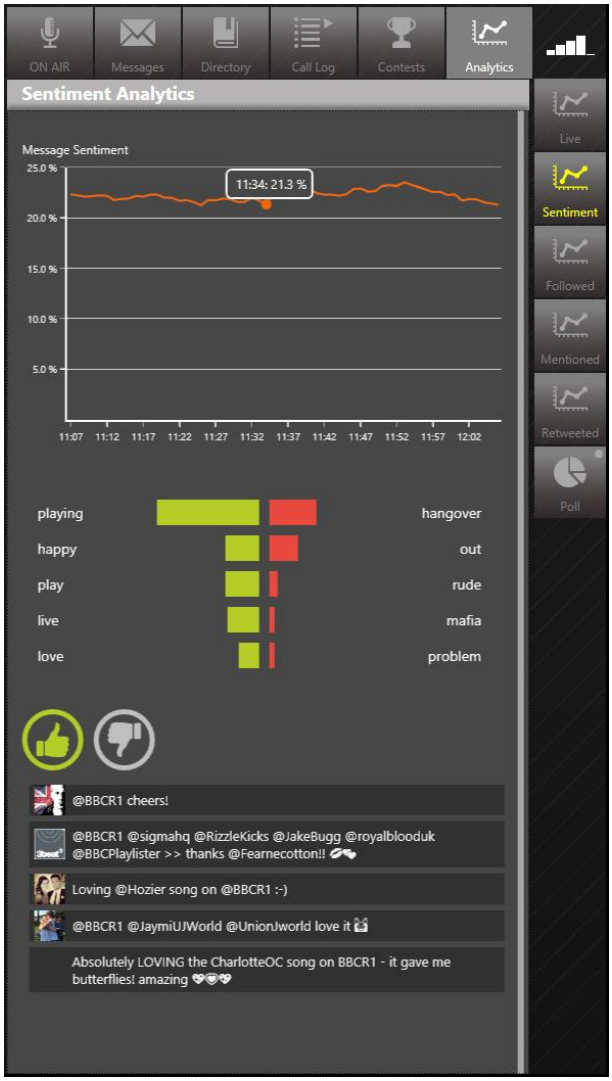

Fig. 2.5 Sentiment

Most Followed

The most followed tab allows you to see the top 10 list of accounts most followed by your listeners, this allows you to further understand the shape and demographic of your audience. New entrants to this chart are shown with a star whilst changes in position are denoted with and upward or downward facing arrow.

Fig. 2.6 Most followed

Most mentioned

The most mentioned tab is split into two sections;

- From messages to show – this allows you to see the top 10 hashtags (#) relating specifically to your show
- From show followees – this allows you to see the top 10 hashtags (#) being used by people who follow your show

New entrants to this chart are shown with a star whilst changes in position are denoted with and upward or downward facing arrow. You can drill down further into each hashtag (#) simply by clicking on it. At this point you are also presented with the option to create a "quick queue" should you want to monitor this further for your show.

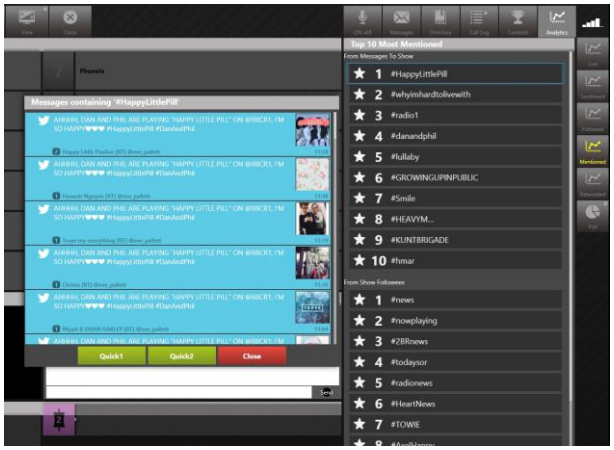

Fig. 2.7 Most Mentioned

Most retweeted

The top 10 most retweeted tab show you just that. Again it is presented in the ever popular radio format of a top 10 chart. New entrants to this chart are shown with a star whilst changes in position are denoted with and upward or downward facing arrow.

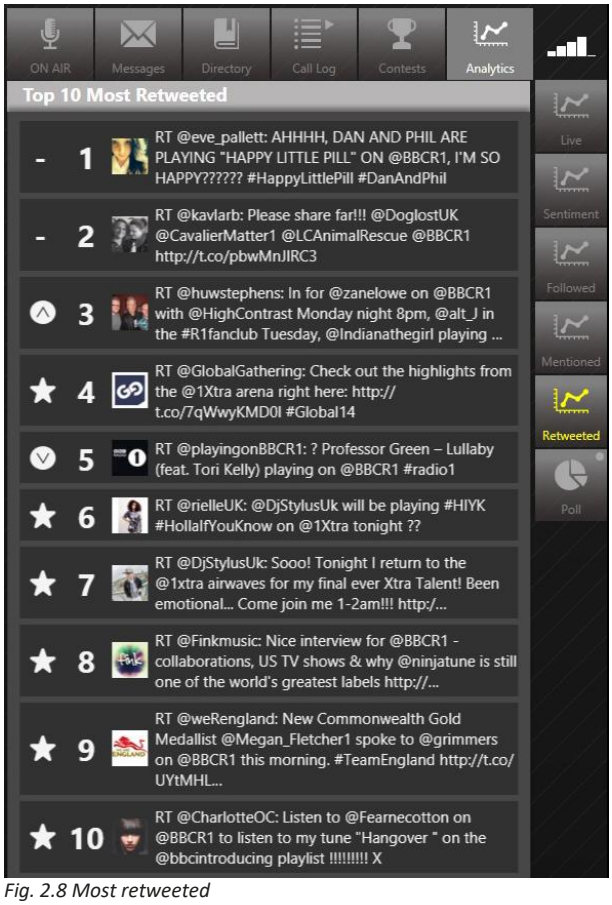

Fig. 2.8 Most retweeted

Poll

The poll tab allows you to setup polls for your listeners to answer questions or express their opinion on the fly as the mood of the show changes or a new topic comes under discussion.

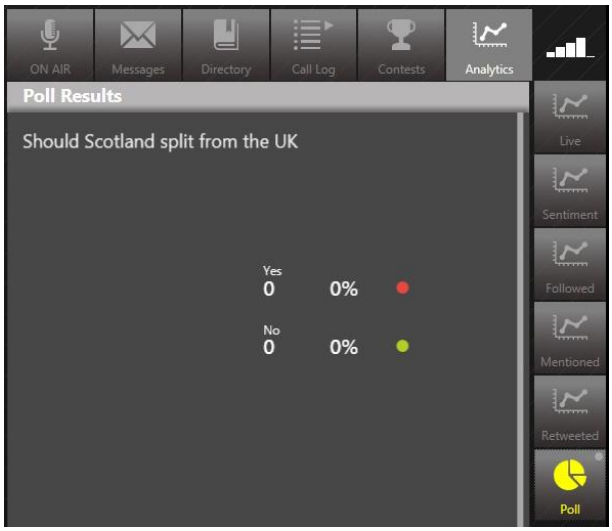

Fig. 2.9 Poll

Polls can be set up simply by holding the Poll button, you are then presented with the dialogue box below.

Fig. 2.10 Poll config

With the use of OASIS and the analytics therein, you are presented with the unique opportunity of eavesdropping on the conversations your listeners are having and joining in rather than trying to impose new conversations which may not be as relevant. This gives you more opportunity to engage with your listeners.

Technical

Bionic Talkshow is compatible with Telos VX, Avaya IP Office and Bionic Talkshow Audio Server products.

Minimum recommended hardware specifications
OASIS & Bionic Talkshow servers
i7 Processor or better (Xeon Quad Core Recommended)
12GB Memory
15GB free disk space
XP/Server 2003R2 or newer

OASIS & Bionic Talkshow4 client machines
i3 Processor or better
4GB Memory
5GB free disk space
XP (SP3)/Windows 7 or newer
Direct x9 graphics card with 60MB VRAM, Pixel shader 2.0+

For the best user experience Broadcast Bionics recommends the use of a touchscreen monitor with Screen mode full HD, resolution 1920 x 1080 and colour support 16.7 million colours, or similar (minimum supported screen resolution is 1280 x 720).