



## **WebRadio: Listen to the world with the WWW as your antenna!**

The Internet is an ideal medium to spread audio information to special interest groups. However, for a large number of potential listeners who are not comfortable using a PC this is an enormous barrier. For another group who often use a PC, it is not necessarily an ideal solution to use a PC when you want to listen to a programme. The PC is not always where you want it to be e.g. in your kitchen. To open up the potential of the medium Internet for special interest information, the Webradio has been developed for this potentially large group of listeners. Distance no longer plays a role and everywhere where a telephone connection is available you can listen to the radio or information of your choice.

### **What is a WebRadio?**

To understand the implications and importance of the Webradio for special interest or closed-user-groups you need to change your way of thinking.

Forget about AM, FM, shortwave or even about DAB or DRM.

Forget about antennas, distances, noise and the crackling reception of your favourite radio station from your home country.

Forget about the computer that you need in order to listen to radio programmes from the Internet.



But, think about a small device, the size of your clock radio, which connects you to the whole world and uses the telephone plug as an antenna.

### **What is so unusual about the WebRadio?**

It is a stand-alone unit that does not require a PC to listen to your local radio station or your favourite station in your home country on the other side of the world.

It is so simple to operate, that you only need to switch it on for it to tune in to your favourite programmes or radio station.

### **What shall we call it?**

WebRadio, Internet radio, I-radio, e-radio, Radio-on-demand, on-line radio, closed-user-group radio, expat radio, subscription radio, community radio ..... but what's in a name?

### **Key user benefits and features:**

- Plug and play wherever you go
- Easy listening to homeland channels, favourite sports teams, news, weather forecast, local church services, municipal elections and so much more
- Simple controls result in user friendly operation
- Remote control operation
- Built-in speaker (5Watt) that can be switched off
- Home stereo compatibility through standard RCA speaker outputs
- Built-in Ethernet and 56k dial-up modem
- Internet connectivity using a telephone line or broadband connection such as DSL, cable modem or WiFi device
- LCD display with backlight to read text menus
- Personal selection of favourite radio stations and information sources can be made



- **Key commercial features;**

- Customised web broadcasting to ethnic, religious, cultural and industry groups
- Digital music and special content for hotels and retailers (in-store-music)
- Promotional ad insertions and targeted marketing/distribution
- Remote management and remote configuration; remote software update over the internet
- A unique account number allows one to create closed-user-groups, which require permission to listen to certain information
- The level of security and control allows the WebRadio to be used for subscription systems
- A higher level of security is available as an option to prevent hackers
- The offered choice of information/programmes depends on the content of the play list. This is remotely controlled and personalised by the Content Provider
- Customised product design
- OEM licensing and manufacturing opportunities
- Co-branding opportunities

**An example of a closed-user-group is the KerkWebRadio**

The first large-scale application of the Webradio is the application: church radio. On Sundays in the Netherlands more than 50.000 people who are unable to attend the service of their local church can listen to their very „own“ church service via the ChurchWebRadio.

**Another example of a closed-user-group is the Expat WebRadio**

Expatriates from Russia and the Ukraine living in the USA and Canada are presently using the WebRadio. Previously they could only listen to one Russian radio programme, which was being re-broadcast in the New Jersey and Boston area. The WebRadio now allows a choice out of a number of stations from their homeland.

**Applications**

Church radio, ethnic radio, expatriate radio, in-store- music distribution, community radio, distance learning, reading of books/newspapers for the blind and visually impaired, subscription radio