



Press Release

ENCO and VidiGo team up for Visual Radio

Seamlessly integrated with ENCO's DAD radio automation system

Amsterdam, March 31, 2015 – ENCO, an industry leader in audio playout and automation solutions and VidiGo work together to bring a new dimension to radio and TV broadcasting. Visual radio is about creating professional TV from a radio studio without interfering with the true radio culture. The audio is still leading and no additional staff is needed to turn good radio into good TV. VidiGo's Visual Radio is a fully automated IT based solution - including fully automated camera switching based on audio analysis.

"More and more radio stations are expanding to live TV and want to interact with their listeners. The integration of ENCO DAD and VidiGo gives radio broadcasters the ability to add the element of video without changing the radio workflow. The DAD radio automation system still sits at the core of the radio operation and seamlessly ties with Vidigo to transform the radio broadcast into an entertaining and compelling visual show." - Commented Ken Frommert - General Manager at ENCO.

ENCO and VidiGo have created a unique Visual Radio workflow for radio stations. Tight integration is used to create the most exiting content for today's audience: synchronized video clips, real time animated graphics, crawls, tickers, channel branding, titles, and banners can all be incorporated. A whole range of content like traffic & weather information, RSS feeds, Skype calls and social media can be added to the visual radio experience.

"We are very pleased to collaborate with such a professional partner as ENCO, which has its core business in radio and television. We also have a background in radio, so we understand how important it is to understand the real culture of radio. To turn good radio into compelling TV you need to have a good understanding of the radio culture." - Reinout Lempers, CCO VidiGo.

Over the last few years VidiGo has become market leader in Visual Radio with installations all over the world. With the ENCO collaboration new customers will benefit from an end to end solution provided by two companies who have a large footprint in the radio industry.

See the solution at VidiGo's booth at the NAB: SL 9321 or Visit ENCO in booth C 145.

About ENCO

Founded in 1983, ENCO Systems is a world leader in audio playout and automation system solutions for demanding radio and television organizations worldwide. ENCO is headquartered in Southfield, Michigan with offices in Massachusetts and India and retains distributors throughout the rest of the world. To learn more, visit www.enco.com.

About VidiGo

We believe broadcasting should be fun, easy and cost effective. That's why we've designed the best software solutions for live production in the world. We are defining the future of broadcasting. Our software seamlessly integrates with third party equipment and you can update and upgrade as desired. VidiGo lets you do more with less, but with the same quality end result. Together with our support team we are committed to only have happy users.

Our clients include industry leading broadcasters, commercial and public radio stations, sports arenas and video production companies all around the world. We offer a full portfolio of broadcasting workflows and solutions. Whether you want to fully automate a newscast, create a high quality visual radio experience or boost stadium experiences, we do it all.

More information: www.vidigo.tv

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