



****Embargoed until 26th August 2014****

RadioDNS Launches New Website

RadioDNS, the not-for-profit international organisation promoting hybrid radio has launched a new website, making it easier to understand and get started with RadioDNS Hybrid Radio

The new site is fully responsive, with an intuitive navigation structure, and a fresh, clean design. There's lots of information on hybrid radio, and easy to read documents to help broadcasters, developers and manufacturers launch RadioDNS services.

The new RadioDNS website features:

- * Clear explanations about RadioDNS Hybrid Radio functionality
- * A library of presentation resources (presentations and videos)
- * A library of easy to read HOWTO documents to make starting with RadioDNS Hybrid Radio much easier
- * An online tool to help stations create RadioDNS Hybrid Radio metadata (XSI) files
- * New source code for developers

The new structure means that non-technical people can immediately understand what RadioDNS Hybrid Radio is, and how it could work for their business, while developers have a wealth of tools and technical information immediately available to them.

As the leading organisation promoting Hybrid Radio across the world, it's important that RadioDNS recognises and reflects its international status. The new website will provide the information, support and technical tools to make RadioDNS services as easy as possible to implement worldwide.

ENDS -

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*RadioDNS Hybrid Radio is open technology that lets broadcast radio and the internet work together: enhancing the listener experience, and making radio better.

* RadioDNS is a not-for-profit international organisation, providing the RadioDNS service and support to broadcasters and device manufacturers wishing to use the technology.

* The project has 26 members from the United States, Europe and Australia, and over 60 supporters, with over 1900 stations currently using the technology

* RadioDNS works equally across FM, DAB/DAB+ and HD Radio, and the digital radio standards used elsewhere in the world.