RDNS03
Potential applications and use cases

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Potential applications and use cases

Radio DNS lends itself well to a variety of scenarios, assuming a radio has a periodic, or permanent, IP connection. It adds functionality to all radio platforms, and is not confined to one solution or one product.

This document is designed to demonstrate the wide variety of applications possible using a centralised look-up service, and discusses potential applications that depend on RadioDNS for delivery.

For each of these applications, specific code needs to be built into devices and/or the audio service providers website to enable this to happen. RadioDNS simply ensures that an IP-connected radio is able to know who to contact to discover more information.

Event Tagging (RadioTAG)

This has been defined in the RadioTAG Technical Specification (*"RTAG01: Technical Specification", RadioDNS.org)* document and covers the following possible use cases:

"I want my favourite station to know what I think of the music it plays"

John is enjoying the output of BBC Radio 2 on his radio, which has a colour, touch-sensitive, screen. The devices accept user rating using a simple "hired/fired" interface featuring an icon for a smiley face and an icon for a sad face. John is enjoying the song he is listening to and hits the smiley face icon. This rating is enclosed within a tag and submitted to the BBC. The information is received anonymously and indicates that his rating has been accepted. Radio 2 uses this information to better programme its music choice.

"I want to subscribe to the podcast for this show"

Ben is listening, on a Sony PSP, to The Geoff Show from Virgin Radio. He is enjoying it, so hits the "Tag" button on the screen. The screen communicates that an associated podcast is available; and with a further button press, Ben has subscribed to the podcast feed using the PSP's in-built podcast catcher.

"I love this song! I want to buy it!"

Jimmy has a iPod dock, which also has a radio within it. He's charging his iPod while listening to BBC Radio 1. He hears a song that he wants to buy, so presses the "Tag" button on his dock, which stores the request on his iPod. When next syncing his iPod on his Apple Mac, his copy of iTunes asks him whether he wants to buy the song.

"I want to find out more about this news story"

Ashley is listening to BBC Radio 4's Today programme on a IP-connected DAB radio. His attention is drawn to a piece of news that is contained in the programme, and hits the "Tag" button on this radio. His mobile phone bleeps with a text message, which leads him to the BBC News page with more details on this story.

Electronic Programme Guide (RadioEPG)

This has been defined in the RadioEPG Technical Specification (*"REPG01: Technical Specification", RadioDNS.org)* document and covers the following possible use cases:

"I want to know what's on tomorrow"

Mark listens to his portable MP3 player's FM radio. He wants to know what's on tomorrow for his favourite stations. When his MP3 player docks into a computer, the software he runs on his computer automatically retrieves the electronic programme guide for the next week from all the stations stored in the presets of the radio, and populates his MP3 player with the information; so when Mark next uses his radio, it can display a full EPG on the screen.

"I want to text the presenter right now"

Susie is enjoying Hallam FM's breakfast show, listening on 97.4FM on her Nokia mobile phone. She wishes to text the presenter, so she hits the 'contact' button within the radio application. This retrieves the contact details from the EPG data and on the screen appears the presenter's details, including a hot-button to text the presenter directly.

"I want you to tell me when this programme is next on"

Bill is really, really enjoying the world music programme he's stumbled across on BBC Radio 3 on his IP-connected DAB radio, and wants to be reminded when it's next on. He hits the "remind me" button; and this time next week, the radio alerts him that his favourite African nose flute music is about to start.

Visualisation (RadioVIS)

This has been defined in the RadioVIS Technical Specification (*"RVIS01: Technical Specification", RadioDNS.org)* document and covers the following possible use cases:

"I want my radio to look more exciting"

John has an FM radio inside his Wi-Fi-capable mobile phone. The phone detects it is connected to a Wi-Fi network and discovers the current FM service being consumed provides a visualisation application. The radio application begins to retrieve a slideshow graphic every ten seconds from a server via Wi-Fi, to give him the sensation of DAB Slideshow on his FM radio.