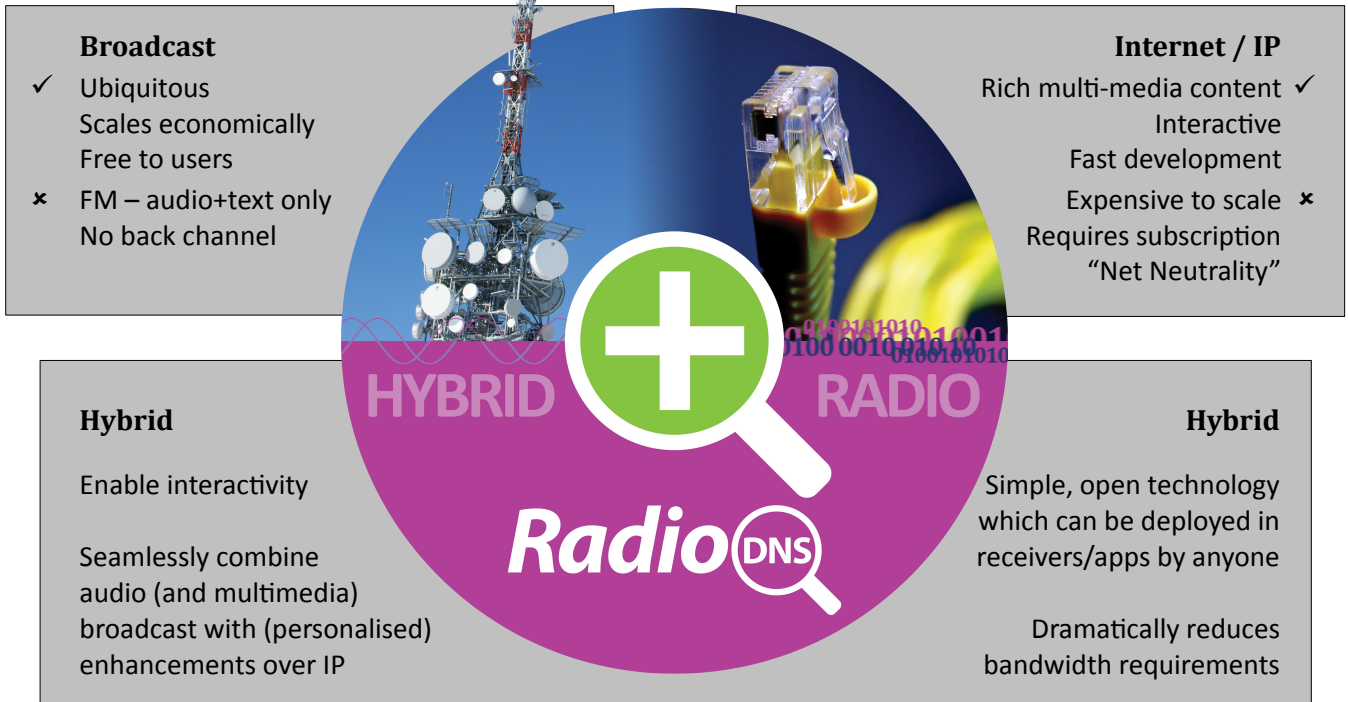


Radio **DNS**

Connecting Radio + The Internet

RadioDNS is an open-project promoting a non-proprietary technical solution for linking broadcast radio to enhanced content and additional services delivered using the Internet.



Radio **VIS**

Adds visuals to radio.
Click through to the web.
Commercial opportunity.

Radio **EPG**

Programme Information.
Switch automatically between broadcast and streaming audio.

Radio **TAG**

Bookmarks for radio.
Hear something interesting, and come back to it later.

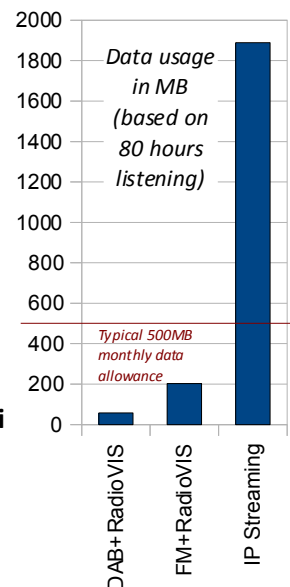


RadioDNS + Mobile Apps

iPhone and Android Apps are popular and introduce new interactivity and display advertising opportunities, but with the introduction of capped data usage users are becoming worried about data consumption.

RadioDNS could enable your app to use the phone's built-in FM Radio receiver, so you get the same app experience but usage drops from a typical **27MB/hour** to just **3-4MB/hour**. That means your listeners can listen longer, and worry less about their data usage.

Watch a demo of RadioVIS + FM on a SonyEricsson X10 Mini Android phone and Nokia N900 at <http://radiodns.org/>



RadioDNS Organisation

RadioDNS is a not-for-profit organisation, providing a non-proprietary technology solution to link together broadcast radio (FM, HD, DAB, DRM etc.) and internet connectivity. It's also a way for broadcasters and manufacturers to collaboratively develop new applications that use RadioDNS functionality.

As an open-project, its easy to get involved. The organisation operates to a set of published membership requirements, statutes, and an Intellectual Rights Policy which promotes the use of open-source and non-patented technology solutions.

Who Should Get Involved?

Broadcasters	Broadcasters can join RadioDNS to influence the direction of the organisation, to help develop new services that can be added to existing broadcast radio stations, to be in the RadioDNS database, or to learn about possible applications.
Manufacturers	Manufacturers can join RadioDNS to influence the direction of the organisation, to see what new services broadcasters are developing, to help develop and implement applications, and discuss new business models.
Service Providers	Service Providers are welcome in the RadioDNS project, and are well supported in the technical framework. As a service provider, you can implement RadioDNS applications, and offer them to broadcasters globally.

How Can You Get Involved?

Member	Members are the highest authority in RadioDNS, and set the strategic direction of the project. Members can vote, and be elected to the Steering Board, which oversees day to day operation. The annual membership fee is €1.800,-
Supporter	You can be a supporter of RadioDNS if you agree with our aims, are implementing RadioDNS applications, are providing services to a broadcaster, or implementing the technology in a device. It's free to be a supporter.
User	Radio stations are users of RadioDNS. To link your radio station and internet presence together, you need an entry in RadioDNS. The cost isn't yet fixed, but it'll be low; typically the same cost as any other domain name registration.

RadioDNS already has members, supporters and users from all over the world, and hundreds of stations in the database and providing services.

Further Information is available from the project website at <http://radiodns.org> , where you can also join mailing lists and download documentation.