

NewsReady

Capture, Create, Organize, Air, Publish & More
No one else makes it this easy to put together text, sound, even pictures or video and go on air with it, send it to other stations in your group, or put it on your web site without extra work.

NewsReady supports interfaces to several other major broadcast automation systems & welcomes integration requests from other vendors.

A fast learning curve and affordable pricing has made it popular in rural small market stations, but powerful features have also made NewsReady the system of choice for the largest major market news/talk stations.

SERVICE / WARRANTY

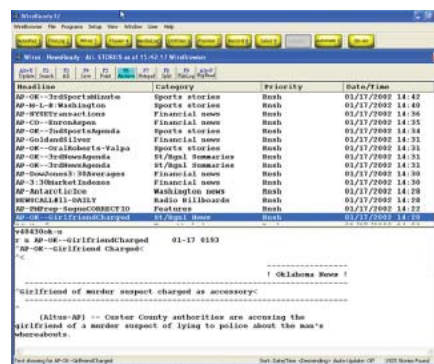
Systems include:
1 year hardware warranty &
1 year unlimited 800 phone
plus email help desk support
M-F 9a-6p

Includes free software
upgrades for 1 year. Optional
24/7 Support available also.

THE ELECTRONIC NEWSROOM SYSTEM

For a single user, multi-user newsrooms or hundreds of radio network affiliates, NewsReady lets reporters write newscasts, receive wire services and network audio feeds, digitally record, edit and playback sound, manage contacts and share information with others.

- Since 1989 - the newsroom of choice for over 2000 broadcasters
- Prices start as low as \$495
- One of the most affordable software systems you can own outright
- Capture, sort and edit wire services, weather and network feeds
- Autorecord network audio & competitor local newscasts
- Digital recording, editing, playback and news archiving
- Split screen script editing calculates read and play times
- Write newscasts with embedded remotely triggerable audio cuts
- Create and manage rundowns for long form news shows
- Standard TXT, WAV and MP3 file storage for easy backup
- Integrated web publishing & podcasting options
- Works with popular *.WAV audio editors and recorders
- NewsReady supports automatic frame correction with our MpegReady add-on
- Easily take a wide variety of audio formats from the Internet & automatically have them converted to your preferred sampled *.WAV file format.
- The perfect upgrade for customers still using WireReady's original wire capture product



ADMINISTRATION EASE

Our windows, dialogs, controls, buttons, pull-downs & keyboard shortcuts are very similar to other standard Microsoft applications.

Can run stand-alone on one or more machines, or for multi-user configurations, software is client-based and works with any server or NAS.

Most customers use their own locally purchased computers, but WireReady can provide a turnkey system if needed.

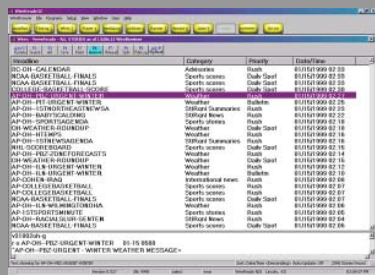
WHAT YOU WERE REALLY WANTING TO SEE...

All WireReady products are Windows 7 compatible beginning with Version 9.0 and later. We recommend Windows 7 Professional. All WireReady versions will also remain compatible for Windows XP Pro Service Pak 3 32-bit edition. WireReady is compatible with AP's WebFeeds Agent and many other wire services. With all of our software solutions, WireReady provides 24/7 800 help desk support, live remote access assistance, and training services. We can provide turnkey industrial rackmount RAID workstation and server solutions, on-site installation and training services. We are an authorized dealer for many products including Broadcast Tools switchers, a wide range of audio cards and a variety of PC peripherals. We also provide direct support for customer supplied hardware.

WireReady can run stand-alone on one or more machines or run on a LAN with any file server or NAS. Software is client-based and Windows hardware/software compatible. Wire news, network audio, local stories and audio can be shared via any file server for multi-user access. Capture software can run on server, or run on a client which writes incoming news to a shareable self-purging file folder on server/NAS. For stand-alone computer, everything can run on the local machine, no server required.

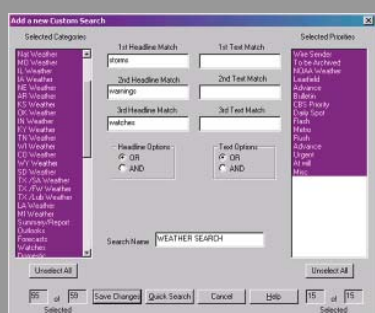
SCREENS AND DETAILS

THE WIRE BROWSER



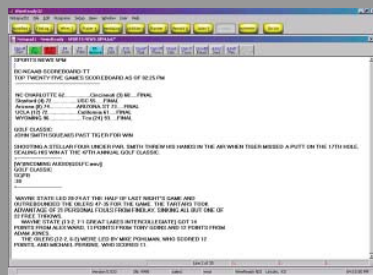
Displays and sorts your wire service stories into pre-defined searches and also lets you perform "on the fly" searches on breaking news. View and arrange wire stories by headline (abc), category (national news, sports, etc.), priority (rush, urgent, etc.), or date and time.

CUSTOM SEARCH



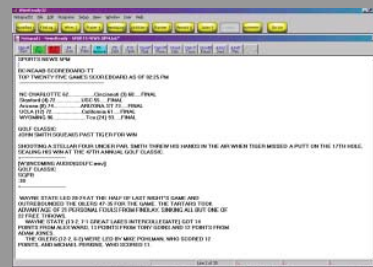
Powerful and easy-to-use searching capabilities that include pre-built searches that can be edited or deleted - plus the flexibility to create your own custom searches. Each user can have his or her own set of searches and not have their screen cluttered with everyone else's custom searches. Your favorite searches can also be assigned to shortcut buttons on the main display too.

NOTEPAD EDITOR



Copy & paste text from other programs or the web to and from NewsReady. Spell checker too. We use the same right click, CTRL-X/C/V cut-copy-paste keys and other conventions you are used to using with standard word processing. Easy right-click functions let you 'normalize' a multiple fonts for easier reading, remove hard returns, convert to uppercase, etc.

FILELOG ORGANIZATION



After you've spent time and effort on a story - the last thing you want is to lose it in a "black hole" where you waste valuable time trying to hunt it down or it is never to be seen again. The FileLog manages saved files in a variety of custom folders - including day folders - specific-show folders - phone books and other information systems. Think of it as a modern version of the old "tray" or "clipboard" filing system.

MEDIALOG ORGANIZATION



The Medialog lets you view WAV audio files in a particular directory. You can also change the name of the audio file and add or edit a description. In addition - you can add or edit other fields such as outcue/intro text - category (such as sports - news - etc.) status (such as "needs to be edited" - "ready for air" etc.) and the initials of the person who created the file. You can also preview the audio file with the single click of a button.

SPLIT SCREEN



With the Split Screen - the WireBrowser and the Notepad can appear together on the screen. Working in these two applications simultaneously saves time on keystrokes/mouse clicks AND lets you take advantage of drag and drop and Rip & Read.