Integrated Technology

Computer Concepts was formed with a single mission—to provide radio broadcasters with integrated solutions for on-air and administrative system management.

Today, our dedication to that mission has resulted in an advanced line of products that has set the pace for the changing face of radio. Products designed around functionality and technology.

Our digital products are both modular and open in their architecture. As a result, they "fit" with one another seamlessly, or can easily be integrated with existing software products from other vendors.

Whether for traffic and management reporting, audio production, news gathering or complete on-air studio operations, the Computer Concepts suite of radio products provide true integration combined with leading edge technology. No other supplier in the industry offers a more sophisticated line of integrated solutions for radio.

MAESTRO

Maestro gives you complete control over all aspects of your studio operation. The entire station's audio inventory is easily and instantly available from any Maestro workstation. Plus, Maestro interfaces seamlessly with your music, traffic, news and information systems, so the on-air talent always has on-line, up to the minute, information.

MAESTRO AUTOMATION

One of the most sophisticated features of Maestro is its ability to think and make informed decisions for automated shifts. It's actually intuitive! Designed around a "Unique Genetic Algorithm," Maestro learns from the station's program director by asking a series of "What if..." questions. Once Maestro is educated with the station's programming criteria, the station's management and staff can relax, with the knowledge that Maestro is managing the shift and can handle any unexpected problems.

WIDE AREA NETWORKING

With today's focus on large network ownership, the emphasis is on gaining efficiency and higher profit margins through the centralization of resources. Key to the success of this effort, is the availability of instant communication between network sites.

Computer Concepts' Integrated Technology handles it all. Our "store and forward" module allows stations to transfer audio, logs, copy or any important information between separate locations. Designed to utilize any communication method, including WAN, LAN, satellite, ISDN, Internet, or any combination, our "store and forward" is a perfect fit for any size radio operation.

REDUNDANCY/BACKUP

The industry's ultimate redundancy / fault tolerant solution is already built-in to Maestro. Computer Concepts' Central Audio Storage System (ACP) can operate either stand-alone, with mirrored or in a RAID array of hard drives. This central storage system, combined with Maestro's transparent workstation backup, provides unmatched fault tolerance that will keep you ON-AIR, even if the stations network or main audio server fails.

AUDIO ON DEMAND

You already know the advantages of centrally storing all your audio. But what about accessing it? With Maestro's AOD (audio on demand) module, your program director, or anyone else you choose, can access stored audio from any workstation in the network. Preview music, listen to hooks, intros, even let your sales department play spots to clients over the phone!

V.T. - VISUAL TRAFFIC

The most versatile, easy to use traffic management system in the industry is V.T., Visual Traffic. V.T. is a "management-oriented" traffic system that works in a Windows environment, so your staff already knows how to run it. And V.T. can handle multi-station traffic, from one station up to 128 different stations on just one system.

THE V.T. LOG

V.T makes on-air scheduling a breeze for even the most complex format or multi-station operation. V.T. marries avails with orders to create an on-line log. Scheduling priority is totally user defined with simple click-and-edit options on-screen. The on-screen log even allows you to search for orders and customer information easily. Need to reschedule? Just drag-and-drop until you are satisfied. Then view or print daypart or entire calendar logs for avail projections. V.T. also lets you view logs several weeks in advance.

MANAGEMENT REPORTING

Want to know what's going on? V.T. has more pre-defined reports built-in than you could ever look at. In fact, over 200 different reporting options are available including advertiser reports, copy management, accounts receivable, log templates and more. If you prefer, customize your own reports in V.T. to fit the way you do business.

V.T. creates daily sales and cash reports, new business reports, sales goals, advertiser history reports, and much more. All reports can be displayed on-screen before they are printed. V.T. will also export all reports using popular file formats. Word processing and spreadsheet programs can easily accept these reports.

MULTI-STATION V.T.

Most other traffic systems struggle to keep up with the changes in radio. Not V.T. It was designed for multi-station use. It has no limits. With V.T. you can manipulate functions to accommodate station splits in billing, accounts receivable, vary commission rates and combine station statements. In fact, one V.T. system can handle up to 128 different stations. Put it on the WAN and watch it go to work.

CORPORATE STATION

Benefits of consolidation abound. Not the least of which is your group's ability to attract regional and national spot buys. Until V.T.'s Corporate Module was available, traffic and log management of these buys was a nightmare. The same features that allow you to build individual station logs with V.T., can also be used to build traffic instructions and logs for multi-station buys in your system. Order entry, reporting, invoicing is all built-in and easy to manage.
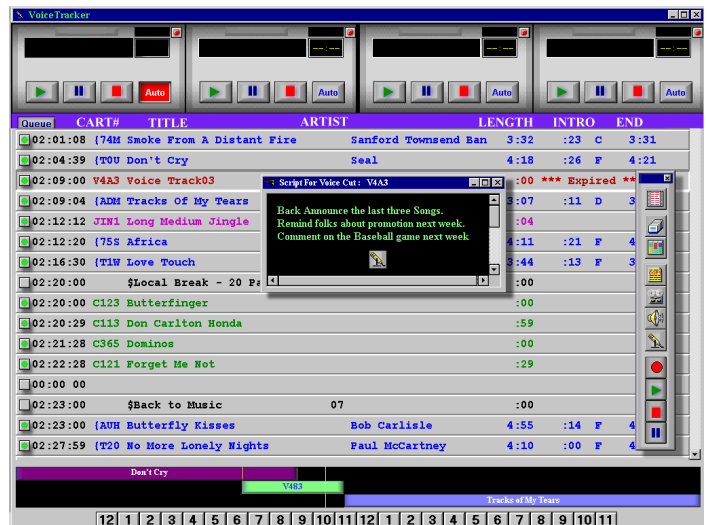
V.T. is part of the Integrated Technology System from Computer Concepts. V.T. fits right in with other Computer Concepts products including DCS and Maestro. However, V.T.'s open architecture allows it to blend effortlessly with any other operating software system your station may already have.

VOICETRACKER

Automation … whether for the entire day or for just a daypart, it's an important aspect of most every radio station. But "live" radio sounds better and "sells" better. That's where VoiceTracker comes in.

VoiceTracker, from Computer Concepts, is a user-friendly module that allows on-air talent to pre-record voice tracks for playback during automated dayparts. With VoiceTracker's intuitive graphic user interface you not only pre-record your voice cuts, but you can set fade ins/outs and crossfade points, slip voice tracks into and out of music breaks, preview any audio track, and add voice breaks to any part of the log. All of this allows for a complete automated day-part to be voice tracked in minutes.

The end result is that VoiceTracker's will provide you with the necessary tool to make your station sound live, even during automation.

ARRANGER

It's the production studio's dream tool … Arranger. Completely digital, this audio editing module from Computer Concepts provides the production team with all the elements required for today's highly creative audio production. Cut, Copy, Paste, from one track to another, time stretch or pitch-shifting of audio, simultaneous record and play, punch in/punch out—Arranger does it all.

Best of all, because of its modularity, Arranger works transparently with Computer Concepts' Maestro. As soon as you're satisfied with your production and its saved, it instantly becomes available to play from any Maestro workstation in the network.