



CLYDE
BROADCAST

The Radio People

COMPANY PROFILE

clydebroadcast.com

who we are, what we do

a unique proposition

Clyde Broadcast are experts in the design, specification and installation of radio studios and radio stations.

As well as manufacturing a range of our own analog and digital broadcast audio products, we have access to all leading makes of equipment and can tailor solutions to meet specific customer requirements of any size or budget.

We offer a comprehensive range of services including consultancy, equipment specification and procurement, project management, installation and training.

We can assist with locating studio premises, in building the studios, with the specification of studio to transmitter link and transmission equipment, even with program consultancy.

We have designed and equipped stations throughout the UK and Europe, in The Middle East and Far East, throughout Africa and the Indian sub-continent, as well as in Australia, China, Russia, the Ukraine and the US.

whoever you are

Whether your platform is FM, AM, DAB, satellite, cable or the internet - or any combination, whether you are a commercial or a state broadcaster, whether you are a community group or educational establishment, whether your audience is measured in millions or hundreds, whether you want a single studio or an entire network and whether your budget is large or small, we will be able to create a solution to meet your needs.

We have experience of all station formats, and are equally happy working in analog or digital domains, with an understanding of the workflows associated with newsrooms, multitrack recording, digital production, archiving and asset management, live assist and automated broadcast.

Most importantly we have a fantastic team of highly capable and enthusiastic staff, ranging from system engineers, through carpenters to software gurus, installation technicians and trainers.



our resources

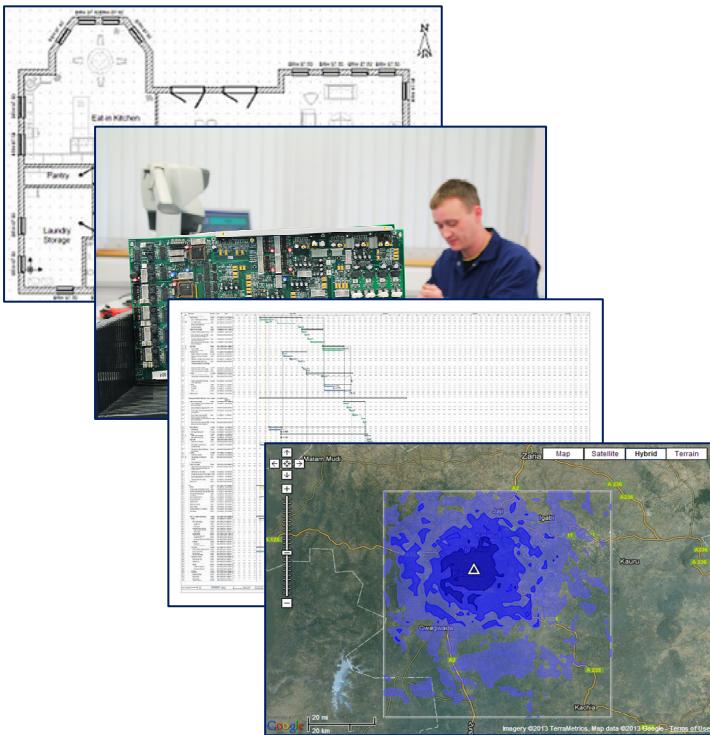
our resources

Our sales, development and administration teams are based in the premises of Radio Clyde, one of our most prestigious clients (and one of the UK's most successful commercial radio stations), and our system prefabrication facility is close by, on the same business park.

This close association with a highly successful commercial radio station puts us in an ideal position to understand customer needs, and to develop and test new and innovative products and solutions in a real-life environment.

Manufacture of our electronic assemblies is sub-contracted to two specialist companies, both based in Scotland, both operating to ISO standards. This ensures the highest possible build quality and consistency, and Clyde's customers are always very welcome to visit these facilities whilst attending design meetings or factory inspection.

We also have access to the facilities of the Scottish Media Academy, providers of specialist broadcast training, in addition to out to in-house trainers and Media Consultant.



OUR SERVICES

consultancy and design

Our services can be tailored to meet individual client needs. This can include some or all of the following:

- Helping work out what facilities are needed to meet program formats and business objectives.
- Defining building/premises requirements.
- Studio layouts and acoustic design.
- Specification of building M+E requirements.
- Assessment of appropriate studio technology.
- Studio system design and equipment specification.
- Transmission coverage predictions.
- Transmission system design.
- Assessment of studio to transmitter link options.
- Assessment and specification of Outside Broadcast and Link requirements.
- Assistance with Tendering processes.

equipment supply and installation

Having assessed customer needs via a design or consultancy process, equipment can be specified, procured and installed.

Clyde has access to the world's leading broadcast equipment, and where our own products are a good fit with customer needs, we base our designs around these.

In many cases it can be cost effective to pre-fabricate studio systems in our workshops, where systems can be offered to clients for Factory Inspection, ahead of shipping.

training and support

These are amongst the most frequently over-looked considerations, when in fact what can be more important!

With in-house trainers, access to the Scottish Media Academy and a full-time in-house Customer Support Manager, support and training from Clyde Broadcast is to a very high standard.



our products

focussing on solutions

Clyde manufactures a wide range of broadcast audio products. However, our main focus is on the provision of studio and station 'packages' - complete solutions where every item of equipment in the package is guaranteed to interface correctly with everything else, simplifying the installation process and ensuring ease of use and ongoing operation.

We offer studio and station packages based on both fully digital and 'hybrid' technology – the latter being a combination of the very best of analog and digital equipment, more suited to organisations with restricted budgets.

In a typical studio package, in excess of 80% of the equipment will be manufactured specifically by or for Clyde Broadcast, ensuring compatibility and considerably easing support, which is essentially from a single source supplier who is also the manufacturer!

synergy – integrated digital broadcast centres

Synergy combines the functionality of a digital broadcast audio mixer with a suite of integrated software applications, tailored to meet the end to end needs of today's radio broadcaster.

Compared to the traditional approach to equipping a studio – to select a whole load of individual bits of equipment from different suppliers (and then somehow make them work as a system), the Synergy concept offers many benefits:

- Reduced costs and simplified installation
- Enhanced functionality and ease of use
- Single point of contact for supply, installation, training and support

Systems are based around combinations of Bronze and Silver studio packages, with various workstation and central technical area packages.

so easy radio hybrid packages

These packages are remarkably cost-effective, and are based around Clyde's S-radio software (a derivative of Synergy) with Octomix professional broadcast mixers.

Four studio packages are available – Elements, Premium, Compact and Premium Plus, and two-studio station packages can be configured with the addition of a CTA package.

So Easy Studio and Station Packages are simple to install and easy to operate – perfect for first-time broadcasters, internet radio and community organisations.



OUR CUSTOMERS

STATE BROADCASTERS

Whether national, regional or local, increasingly the challenge facing state broadcasters is the migration from analog to digital based technology.

Over the past few years we have worked with all types of organisation to help them through this complex process, ensuring buy-in from the many and varied stake-holders.

We have created a fast-track process, based on our practical experience, starting with in-depth discussions with key staff, followed by requirements specification, tendering and, if required, actual implementation.

We have also developed some innovative new products and systems which considerably reduce costs, installation and set-up time, which can be provided on a phased basis to meet available budgets and operational timescales.

Clients include Ghana Broadcasting Corporation, All India Radio, Kenya Broadcasting Corporation and many others.



PRIVATE RADIO STATIONS

We have provided assistance to private stations of all sizes and formats, to established companies seeking to upgrade or modernise their facilities, and to companies who are totally new to broadcasting, many of whom appreciate the benefits of working with a single source of expertise for all-things technical.

Our belief is that the sole purpose of technology is to allow us to produce innovative, affordable, reliable and appropriate studio equipment and systems which in turn allow you, OUR customer, to make fantastic radio, which in turn builds loyal and enthusiastic audiences – the key to commercial success.

With a range of very cost-effective 'off the shelf' studio and station packages, as well as highly bespoke 'tailored' solutions to meet specific requirements, we are confident that working with your in-house technicians and programming staff, we can help you meet your business objectives whatever they may be.

In the UK our clients include household names such as Virgin Radio, Classic FM and Talksport and internationally we have equipped private stations in Ghana, Nigeria, India, Kenya, Thailand and throughout Europe.



our customers

educational organisations

With the rapid increase in global media communications there is a growing need to develop courses in radio, media, journalism and related subjects to meet the demand for media professionals.

Clyde Broadcast has a HUGE amount of experience in all of these sectors. Through interaction with curriculum developers and teaching professionals at all levels we have prepared equipment packages and supporting materials to assist with the creation and delivery of educational content.

We have learned that in a teaching environment the way equipment is used and the need for group participation differs from that in a broadcast situation, and we have reflected these special requirements in our products which are specially targeted at educational users.

We have delivered many wide ranging projects, internationally, to universities and colleges, primary and secondary schools, to distance learning, curriculum development and national school radio organisations.

In the UK alone we have over 200 educational clients, and internationally have provided facilities for IGNOU (Indhira Ghandi Open University) and The Kenyan Institute of Curriculum Development.

new-starts

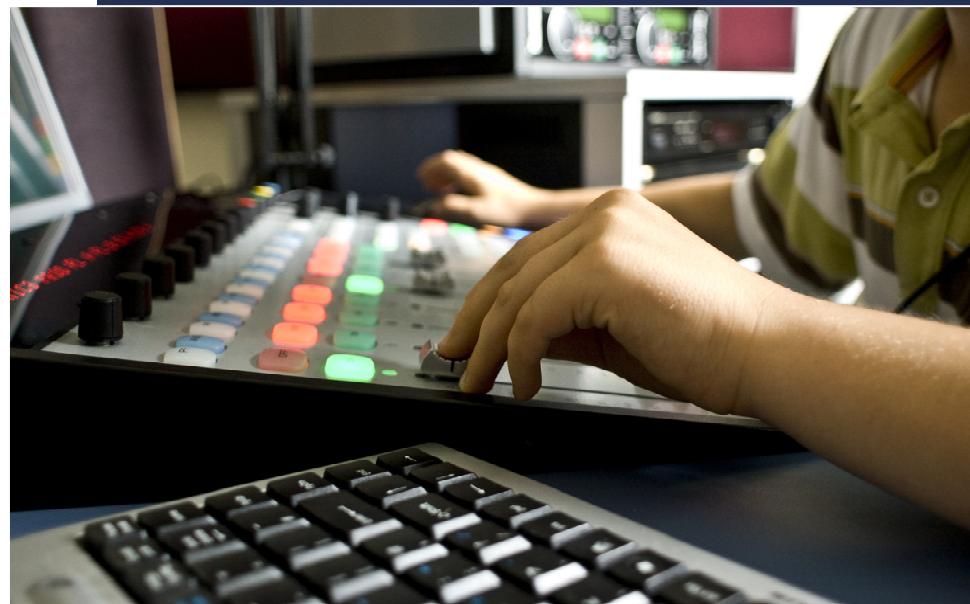
Acquiring a licence to broadcast is the start of an exciting and complex process.

For organisations without previous experience the task can be quite daunting, as there is a need for a range of diverse skills, which need to be pulled together in a cohesive manner and often against challenging timelines.

Clyde Broadcast have helped hundreds of new-starts to get on air, in time, in budget and with the facilities they REALLY need.

We offer a single point of contact for all technical issues – we can help you work out what you need in terms of studios, help specify and select premises, we can help with transmission coverage predictions, with options for studio to transmitter links, with studio acoustics, naturally with studio and transmission equipment specification, procurement and installation, we can provide training and ongoing support.

We are, after all, THE RADIO PEOPLE.





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