

SOCIAL HUB

SOCIAL NETWORK CONTENT MANAGER



SOCIAL NETWORK CONTENT MANAGER FOR MEDIA BROADCAST

- Allows audience to instantly post on screen messages, request songs, have their say
- Manages Facebook posts with thumbs, profile name and texts
- Organizes "Tweet" messages filtering by #Hash-tag keywords
- Reach text messages from mobile phones
- Receives images from Flickr
- Add-on modules to connect more social networks type & profiles
- Advanced action processing to automate receiving & broadcasting of specific contents
- "Modify" area to edit text with "blacklisted" words or junk posts
- Easy configuration interface and logs section with report generation

Social Hub

Social Hub enhances the interactivity between you and your audience delivering Facebook posts, Twitter messages and text from mobiles increasing the convergence between new and classic media.

Social Hub is the communication tool designed to manage upcoming messages from mobile phones and social networks for Radio and TV. SocialHub shares messages and infos with TV automation, CG software and Radio automation.

Radio stations take advance of the features of SocialHub helping Djs and presenters to see and filter in a unique interface all the incoming infos from the audience.



MAIN FEATURES

The system manages accounts from multiple social networks at the same time; it catalogues incoming contents leaving user full flexibility to edit and select which message is most suitable for the broadcasting.

The full integration with CG softwares such as **DlgPlus** and **CgLive**, allows to customize any graphic aspect of the message, showing it as a ticker, crawl, static text and combine it with elements like logos, lower thirds, animation for channel branding and live graphic templates.

The automatic retrieving and broadcasting function has been designed to use SocialHub also in MCR environment for themed channel like music televisions and sport channels, displaying on-air messages 24/7 or according to the automation playlist without any manual operation.

Tv stations can take advantage of this feature to give a "live" look to recorded channels letting people comment music videos, request songs and send on Tv their favourite photos.



SOCIAL HUB EXAMPLE

Social Hub - TECHNICAL SPECIFICATIONS

MINIMUM SYSTEM REQUIREMENTS

CPU:	Dual Core PC
RAM:	2 GB Ram
S.O.:	Window XP SP3
GSM Modem for SMS supports	
Internet connection for social networks support	

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