

## Algoa FM adds RDS for listeners

[Algoa FM](#) is reportedly the first South African radio station outside of Gauteng and the Free State to introduce Dynamic RDS (Radio Data System), which carries information on the song being played, the artist and the show.



RDS radios automatically stay tuned to the radio station of choice and usually show the details on an LCD screen. Digital radios in homes and offices that have RDS capability will also display the messages.

Algoa FM technical manager Chris Wright says the test RDS broadcast on Thursday 11 August 2011 worked so well that the station decided to go live immediately. "Because we have invested in leading-edge technology, we are the fourth radio station in the country to introduce the service," he says.

The system was piloted by its sister station, [OFM](#), which had been testing it for a number of months. OFM went live earlier this year, as did two radio stations in Gauteng.

"There are also notifications of when we are doing traffic, weather and news updates to alert listeners who may have the radio playing in the background."

In addition to showing programme and play list information, the service will be used for community announcements. "If for example, we are running a blood drive or collecting food and blankets for flood victims, we will be able to promote them through the on-screen announcements," concludes Wright.