



## BlackBerry Customer Success Story



Nobex Technologies, Inc. is a smartphone application development company based in Santa Cruz, California. The company's three founding partners developed Nobex Radio Companion™, an application that allows users to listen to their favorite AM and FM radio stations on their BlackBerry® smartphones. The application's 3 million users can select local stations or find new favorites from more than 15,000 stations in 100 different countries.

**Industry:** Technology, Media and Communications

**Region:** Global

**Company Size:**  
Small Business - six employees

**Email Platform:**  
Microsoft® Exchange

**Solution:**  
Nobex Radio Companion™ for BlackBerry® smartphone

### BlackBerry Alliance Partner Helps Radio Stations Attract New Listeners with Innovative Application

#### THE CHALLENGE

The traditional business model for broadcast radio has been radically changed over the years, largely because the Internet has provided new ways to access music. Radio was once a passive experience where people listened in the kitchen or car, but now people have the option to download music and radio podcasts to their computers or listen to satellite radio stations.

As digital forms of radio grow and expand, listeners have been able to tune out traditional radio - and advertising - and replace it with more personalized content. The challenge for the traditional radio market is to harness new technology without sacrificing advertising revenue. "When a station makes the jump from traditional radio waves to digital streaming, they need to adjust the existing business model," said Gadi Mazor, Co-founder and CEO of Nobex Technologies, "Streaming online costs money in extra bandwidth and, most times, there's no additional advertising revenue."

"The environment is changing," said Paul Brenner, Senior Vice President and Chief Technology Officer at Emmis Communications, a large radio group in the United States, with 23 radio stations across the country. "Our listeners were telling us that they wanted access to our stations on their smartphones. So, to stay competitive, we needed to get our brand and our content online."

#### THE SOLUTION

Nobex Radio Companion allows users to listen to radio stations on their BlackBerry smartphones. The application gives users access to their favorite stations when they are outside the normal listening range, including national and international radio stations. With an ever-changing and current playlist, Nobex Radio Companion provides traditional radio stations with a way to capture a share of the digital market through the BlackBerry smartphone.

Nobex Radio Companion is designed to turn traditional radio into an interactive experience. Many of the 15,000 stations connected to the application provide playlist information and display the name of the song and artist on-screen.

Users can also scroll back through the previous 10 songs and purchase favorite tracks straight from their BlackBerry smartphone. Song and station choices can be posted to a listener's Facebook® page, and users can activate a sleep-timer that will automatically shut down the application to save battery life and data.

“Radio stations come to us because they want to be available on the BlackBerry smartphone, but once they’re here, they realize that we’re presenting them with a real and significant potential to profit.”

**Gadi Mazor**  
CEO and Co-founder  
Nobex Technologies Inc.

Currently working with over 500 stations around the globe, Nobex Radio Companion also offers those stations the opportunity to deliver a customized, co-branded mobile application complete with logos, slogans and advertising.

As a BlackBerry® Alliance Elite Partner, Nobex Technologies has benefited from a close working relationship with Research In Motion Limited (RIM®) and its ability to connect them with wireless carriers around the world. “We have a business development manager at RIM who has a clear task of helping us succeed,” said Mazor. “This is very unique in the industry and provides immense value.” Another benefit of developing with RIM is the ability to achieve a high level of integration between the mobile application and the core applications on the BlackBerry smartphone.

## THE BENEFITS OF USING NOBEX TECHNOLOGY WITH THE BLACKBERRY SOLUTION

“The main service we offer is business intelligence about how many people are listening at different points in the day,” said Mazor. “We put a lot of focus on giving radio stations the tools to create advertising campaigns aimed at the BlackBerry smartphone user, either by selling audio or video ads.”

“If we can show a client the number of people who have downloaded our station, the number of people who are listening and when they’re listening, then we’ll be able to sell more ads” said Brenner.

Since September 2009, Emmis Communications has used the application to stream 21 of their 23 stations to BlackBerry smartphone users. In addition to the potential for increased advertising revenue, Emmis Communications has leveraged all the capabilities of the Nobex Radio Companion without paying any fees or spending additional resources developing their own platform. “At little cost, they get to partner with a company that is constantly developing and improving the product and, at the same time, they get to maintain their brand,” said Mazor.

In the beginning, Mazor and his colleagues looked for and partnered with large radio groups, but lately, radio stations have begun to approach them first. “Radio stations come to us because they need to be available on the BlackBerry smartphone to stay competitive, but once they’re here, they realize that we’re presenting them with a real and significant potential to profit,” said Mazor. “The smart radio broadcasters will realize that we can provide new revenue generating features, like interactive advertisements that allow for an instant purchase and more targeted and more engaging ads.”

Nobex Radio Companion has won multiple awards, including the BlackBerry EMEA 2010 Innovation Award and the 2008 BlackBerry Developer Conference grand prize from the BlackBerry Partners Fund. In fact, the application was designed specifically for BlackBerry smartphones. “I love the BlackBerry platform,” said Mazor, “I know it’s an important market for radio companies like Emmis Communications and I believe it’s the best platform for developers. It’s the perfect marriage.”

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## KEY BENEFITS

- Meets the needs of users who want customized radio content
  - Offers users an interactive radio experience
  - Generates a customized and branded mobile radio player
  - Helps to create business intelligence and advertising opportunities
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