

Lawo Virtual Radio for 94.3 Royal FM Kigali



Rwanda, a country in East Africa, is renowned for its breathtaking landscapes, from the lush green hills and volcanic mountains to the expansive savannas and serene lakes. This nation has a complex history marked by both tragedy and progress and its journey involves a delicate balance between remembering its painful history and working towards a brighter future. Showing remarkable resilience and progress since its tragic past, the country is now emerging as a beacon of technological advancement in the region. Rwanda's commitment to innovation and development is evident in its rapid adoption of new technologies and its ambition to become a regional hub for tech and media. In line with this vision, 94.3 Royal FM in Kigali, the capital city, proudly unveils its new broadcasting studio, setting a groundbreaking precedent as the first pure IP radio station in East Africa, integrating Lawo virtual radio solutions.

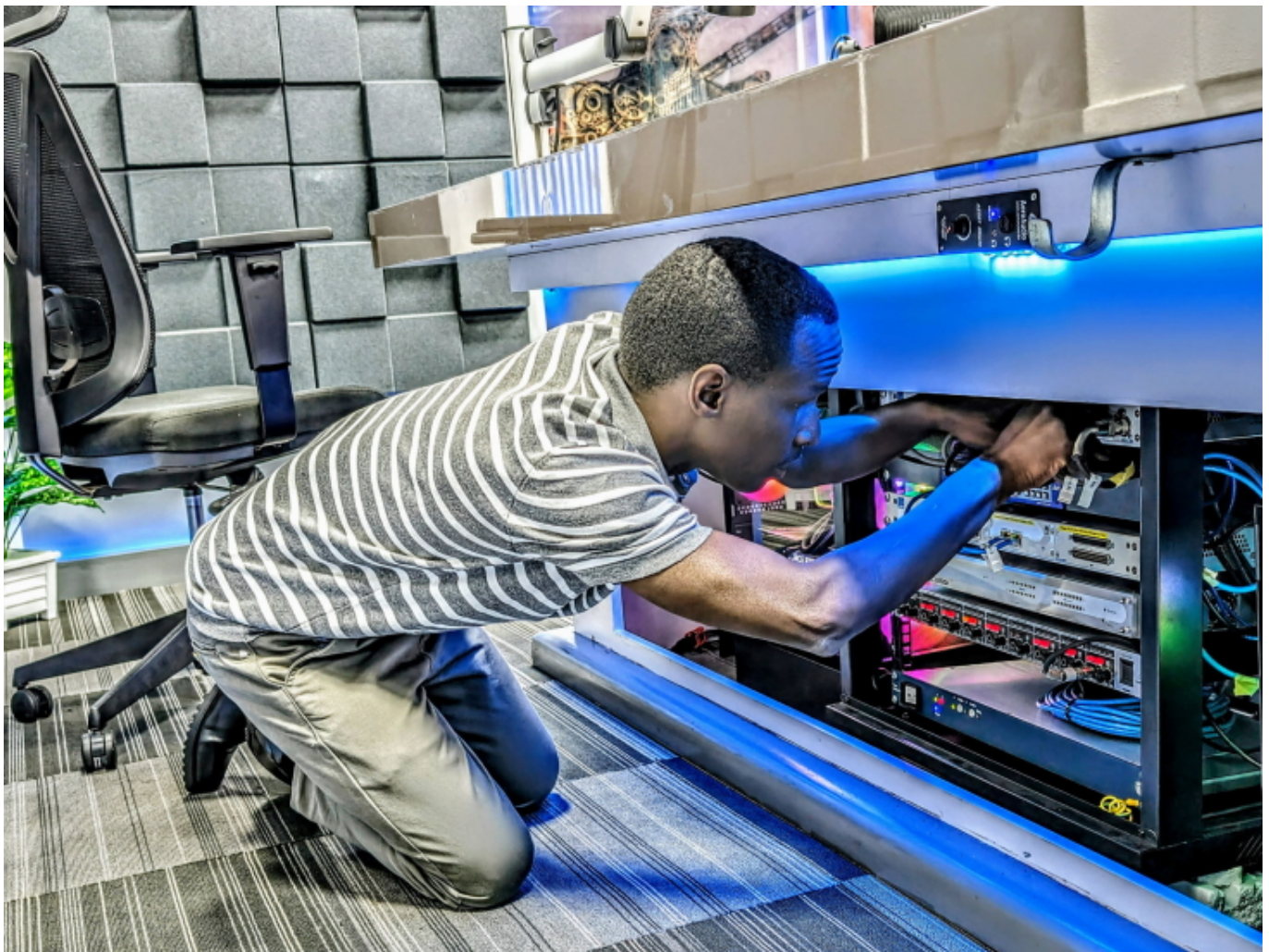
The new studio at 94.3 Royal FM represents a monumental leap in broadcasting technology. By eliminating the traditional XLR cables, the station, with this new concept, now relies on a Cisco switch for the distribution of video and audio signals (AES67) and control throughout the facility. Heart of this state-of-the-art setup is a Lawo virtual mixer, seamlessly integrating the studio components. The inclusion of the Multicam video system, which automatically responds to microphone signals and is controlled by the audio mixer, offers listeners and viewers an immersive

94.3 Royal FM Kigali opens Broadcasting Studio with Lawo Virtual Radio Solutions

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experience unparalleled in the region.

Flexibility and efficiency are further enhanced by the AVT IP telephone hybrid, which manages all incoming calls with ease. The studio's design ensures minimal power consumption, fewer cables, and reduced equipment, all while significantly boosting productivity. Social media platforms like WhatsApp can be effortlessly integrated, transforming any gaming PC into a media source. This revolutionary setup allows for remote control of the system and enables customized audio experiences for different shows, making cutting-edge production dreams a reality today and for the future.



“At Royal FM, we are not just adopting the latest technology but redefining the future of broadcasting in Rwanda. By integrating cutting-edge systems like Lawo, MultiCAM, AVT, RAVENNA, and AES67, we challenge the status quo and push the boundaries of what radio can be. This innovation reflects our commitment to excellence and our vision for a more connected, dynamic, and forward-thinking Rwanda. Our new studio is a testament to our belief that, with the right technology and vision, we can turn our media dream into reality, today and in the future,” says Professor Simon Gicharu, Royal FM Group Chairman.

One of the standout features of Royal FM's new facility is the incorporation of countersunk screens, which evoke the look and feel of an alien interface. These futuristic displays not only enhance the studio's aesthetic appeal but also underscore its commitment to leading-edge innovation in broadcasting.

“Our mission is to revolutionize radio by integrating advanced technology, ensuring seamless compatibility with new media, reducing costs, and delivering an exceptional experience to our audience. Thanks to Fred Martin Kiwalabye, the Head Technical Engineer at Mediacity Ads Ltd., for spearheading this innovative project. We are proud to be at the forefront of this technological advancement,” the statement continues.

Jesse K. Maxella, CEO of Royal FM, remarks, “When we asked for a solution, they knew the right workflow to make a difference. With several inputs and just one switch, we are harnessing the power of innovation to create a more immersive and dynamic listening experience. This transformation is about more than just technology; it's about setting a new standard for excellence in broadcasting.”

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