

Radio Formula SA - Grupoformula

**Location:**

Mexico

Project:

Radio Streaming

Industry:

Entertainment

Technologies / Platform:

- iPhone
- iPad
- BlackBerry

Business Benefits:

To provide a single and easily accessible platform to listeners on the smartphone using app

Customer / Consumer

- Mass Market

Client

RADIO FORMULA SA is a company that operates in the Valley of Mexico from 1968. Born thanks to a great man of vision, Rogerio Azcarraga Vidaurreta, current president's father, Rogerio Azcarraga Madero.

The history of this station started with the name of Radio Federal District, which subsequently change. Their frequencies were cutting music programming, with the aim of introducing the Rock'n Roll in Mexico (eg: "Vibration of Rock" born in 1985 with Humberto Cantu), target your company achieved relying Choir Discs founded in 1958.

Business Needs

The client wanted to develop an application that allow users to read news through text & can see images & listen to radio at different channels through audio streaming.

Rapidsoft's Role

To develop a native application for iOS / Blackberry platform

Solution Overview

Information is received from the Server end like news through text & Images and users can listen to radio at different channels through audio streaming. The Application was developed in English & Spanish.

Highlights:

- Can listen to radio at different channels through audio streaming.
- Can also receive news through text & Images Included.
- News can be further categorized like National, International, Political, Sports news etc.
- Good medium to earn revenue while showing the advertisement to the end users.
- User can open detailed screen of each of the news, radio channels or advertisement he wish to open.