

RME

www.rme-audio.de

RME Audio

For the past 20 years, RME Audio has provided innovative and user-friendly digital audio solutions for live applications and studio and broadcast fields. Our product line includes Pro Audio interfaces and multiple-channel microphone preamplifiers, as well as audio transducers and format converters.

In addition, RME Audio is the leading utilizer of MADI (Multichannel Audio Digital Interface) technology. The MADI standard is the optimal solution for a robust and lossless digital transmittance of up to 64 audio channels per stream. In the prosumer area, RME Audio has been able to establish itself internationally with the Fireface and Babyface product family. The popular audio interfaces can be used in many applications, and are currently deployed in numerous studios and on the stage. Furthermore, the internally and externally utilizable PCI and PCI Express solutions are considered by customers and testers to be the reference in the areas of sound and stability.

RME Audio is the only manufacturer that does not utilize USB or FireWire technology from third parties, but instead, integrates its own self-developed Audio Core in the chipset. An additional feature of this is the DSP-based TotalMix FX software. Among other innovative features, this permits all hardware and software inputs and outputs to be mixed and routed freely and without limitations.

First and foremost, our customers value the stability and durability of our products. Authentic tonal rendering and short latency times are important characteristics for our consumers. Over the past years, our development team has revised the fundamental driver architecture multiple times, in order to continually improve performance capability on modern computer systems and new operating systems. Even today, products from 2001 are still compatible with modern operating systems such as Windows 10.

Information regarding the current RME Audio website

The daily number of visitors averages up to 3,500 users throughout the world. 40% back out again right after visiting the home page. On average, the demographic distribution of users consists of 56% visitors from Europe, 16% from the USA, 16% from Asia, and 13% from Germany.

The positive characteristics of our web page are the comprehensive informational content (technical background knowledge, glossary, FAQ), performance, security, and multiple languages. Users can access numerous updates and downloads (firmware, drivers, and manuals). Developers can be contacted directly in the User Forum.

Relaunch of RME Audio

In the course of the relaunch of our website, we want to go beyond a cosmetic beautification and create a practical added value for users, distributors, and marketing departments. In our meetings, we have discovered that the requirements for the functions of the new web presence are increasingly understood more as an application rather than as a pure representation. Therefore, the new presence should feel for the user like an additional feature of the purchased equipment, offer help, and simplify workflow.

In summary, the new website should answer the following basic questions.

How can we:

1. get to know our customers better?
2. present the informational content of the products more comprehensibly?
3. create an innovative user experience?
4. create the preconditions for future online marketing?
5. maintain the content ourselves, with minimal/no knowledge of web technologies?

Products and features

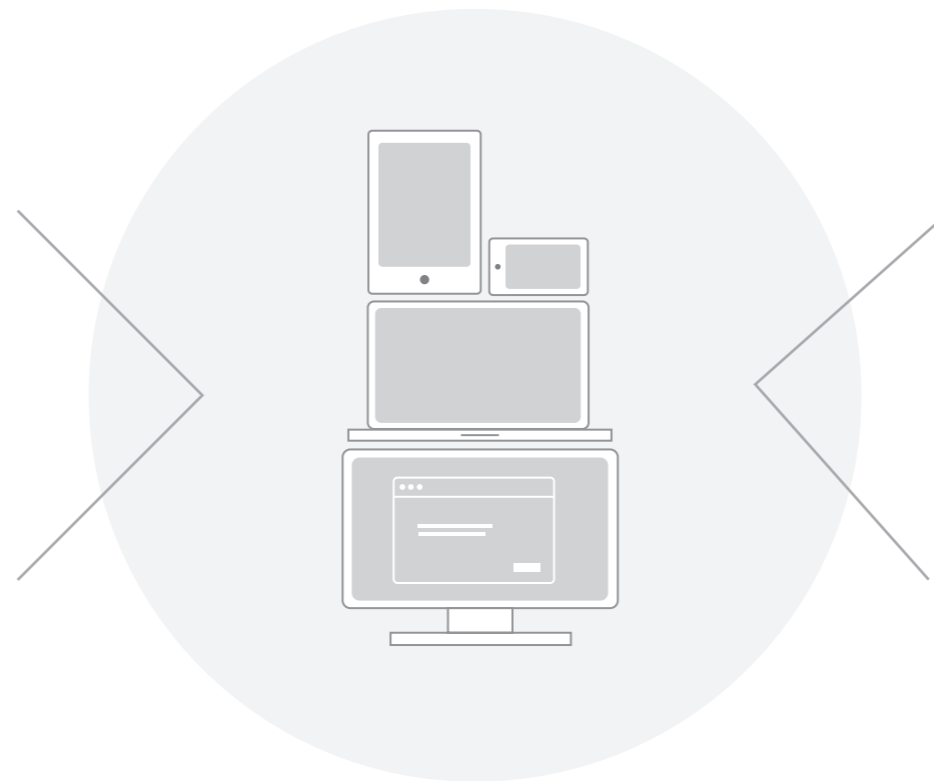
Interactive handbooks
Quick Start guides
Total Mix FX presets
MADI router configurator
Application examples
Artist, Reviews, Tutorials
Intelligent search

Service after registration

Ticket system
Premium support
Crowd sourcing with rewards
User-specific content
Firmware/driver updates*

*regularly and freely available

PRESALE



POSTSALE

Marketing requirements

Structured product presentation
Media material for distributors
Linkage to online marketing
Linkage to customer support
Multiple language capability

Marketing functions

Evaluation of user profiles
Statistics / metrics
Matching of users and equipment
Product recommendations
Adaptation of the contents
at the backend

Comments

We attach great importance to a positive user experience, and desire a structured informational architecture. Many features of the new website will be directly accessible without a required registration; however, some core functions should only be completely activated after registration of the equipment.

RME Audio is internationally positioned. Our team, consisting of marketing, product management, developers, and distributors, works in a decentralized manner. This should be taken into consideration for future project management.

Although we have extensive knowledge available in the areas of design and programming, we would like to have recourse to external support based on restricted capacities. A project-based team between RME Audio and the agency for the completion of a customized web application is planned for the end of the 2nd quarter 2016. The first target should be a jointly developed concept that will be presented to the board.

