

# DR501 Digital Satellite

## *Shape Your Future*

DMX can create and enhance your business image and help you connect with your customers using the most powerful, convenient music and message marketing system available today. With DMX music via direct satellite you have access to expertly designed, commercial-free music, seamless message marketing playback, comprehensive management controls, and advanced digital technologies.

## *Professional Programming*

Using a combination of art and science, our talented music designers create music styles specific to your particular business environment and clientele. DMX's professionally designed music, unlike radio or CDs, allows you to create and maintain your own unique atmosphere. No competitor advertisements, no DJ chatter and each song flows seamlessly into the next.

## *Unparalleled Choice*

DMX utilizes one of the world's largest music libraries to bring you incomparable variety. More than 100 channels represent a wide variety of music styles to enable you to accurately target your customers and support special promotions, themes and holidays.

## *Maximum Impact*

DMX delivers a complete system for your success with our built-in message marketing option. Maximize the moment of contact with customers using the combined power of music and message marketing to educate customers on product and service offerings, influence purchases and provide quality customer service. Our proprietary software directs your system to play a specific message at the scheduled time for live broadcast.

- **Over 100 Music Programs**
- **Reliable On-Site Technology**
- **Management Controls & Lock Out**

## *Management Control*

DMX puts you in charge of your environment with a comprehensive set of management tools. You can automatically select channels or block out channels you consider unsuitable. Our "dayparting" feature lets you change music with the time of day or day of week to support your need to cater to a changing clientele. With

"multi-zoning" expansion you can add multiple DR501 receivers to allow you to specify different music for different areas within a single business location.



## *Digital Excellence*

DMX broadcasts all digital satellite music programs from our state-of-the-art Worldwide Origination Center in Denver, Colorado. Highly trained engineers and technicians ensure uninterrupted transmission to all your locations, 24/7. All you need is the DMX commercial grade digital satellite receiver and rooftop antenna connected to your own stereo or monaural amplifier system, and you're ready to go.

**DMX knows music better than anyone. And we know how to use it to build and brand your business.**



# DR501 Digital Satellite

## DR501 DIGITAL SATELLITE

Driving the future of your business with DMX by Direct Broadcast Satellite, you get access to expertly designed, commercial-free music, seamless message marketing playback, comprehensive management controls, and advanced digital technologies.

### PROGRAMMING FEATURES

- Over 100 music programs available
- Up to 32 local controlled dayparts with min/hr/day selectivity programmable via the DMX DJ® Remote
- TTA feature on available DMX DJ® Remote displays name of song, artist and album
- Stereo and mono capability
- LED channel and status displays
- Dynamic range compression: adjustable in 8 steps up to 40dB compression
- Channel Blocking selects channels that you want to make available to play

### MESSAGE MARKETING

- Scheduling Audio Transmission System (SATS)
- (SATS) proprietary software commands system to play a specific ad at the scheduled time for live broadcast
- Manages messages 20 seconds to one minute in length and includes capabilities for long-form broadcast messaging
- Up to 6dB boost function for message playback controlled by satellite uplink center
- Emergency schedule changer

### TECHNICAL EXCELLENCE

- Rear S/PDIF for digital audio output
- Sealed enclosure with minimal heat generation
- Built-in satellite alignment tone generation
- 20-watt maximum power consumption
- 24-bit D/A converters
- Front panel LED display features Stereo, Mono A, Mono B, Sync, Zone
- Authorization, LNB Power and 3-digit channel display  
LNB Power selectable On/Off
- Volume control

### AUDIO PERFORMANCE

- Compression: Dolby Digital
- Sampling Rate: 44.1 kHz
- Frequency Response: 20 Hz – 20 kHz ± 1.0 dB
- Dynamic Range: >90 dB
- Total Harmonic Distortion: <0.015% typical, 0.05% maximum
- Output Level: 0 – 2 V rms (adjustable w/Preset command for messaging)

### RF PERFORMANCE

- Input Frequency: 950 – 1450 mHz
- Input Dynamic Range: -20 dBm to -65 dBm
- LNB Power: 0.25A maximum
- LNB Drift: ± 5 mHz



- Audio Threshold: 5.1 dB for 10-5 BER

### POWER

- Line: 95-130 VAC, 60 Hz
- Wall Transformer: 15 VDC
- Consumption: 20 Watts maximum

### FRONT PANEL

- Controls: Channel Up/Down, Power
- Indicators: 3-Digit Channel Number, Sync, Auth,
- LNB Power, Stereo, Mono A, Mono B

### REAR PANEL

- Analog Audio: Left, Right, Mono
- Digital Audio: Dolby Digital, S/PDIF PCM or ACB (on V.2.0 or higher)
- RS232 Data Control Port
- RF Input: F connector
- 15VDC Power Jack

### CERTIFICATIONS

- UL 1492, CS-C22.2 No. 1-M-90 FCC Part 15B, Class A

### MECHANICAL

- Dimensions (WxHxD): 8.25" x 2.7" x 8"
- Weight: 3.15 lbs.

### DMX DBS ANTENNA/DISH

- Channel Master 1.0M Nonpenetrating Roof Mount System
- Mount: Fabricated Steel, 52.62" x 52.62"
- Antenna Dish: Fiberglass, 40" x 43.35"
- Roof Pad: 3/8" Foam
- Ballasts (WxHxD): 8" x 16" x 6" concrete blocks, 25 lbs. each
- Weight: Antenna Dish and Mount @ 78 lbs.;
- Ballasts @ 200–400 lbs. (in high wind areas)

800.345.5000 \* [dmx.com](http://dmx.com)

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