

# Radio 47 Kenya introduces AVT Video-Enabled Phone System

Pictures: Bahati Mutembei, Reallex Films



In a major upgrade to its live radio call-in and guest connection system, Radio 47 Kenya has deployed the MAGIC THipPro Lite Telephone Hybrid from German manufacturer AVT, enhanced with the MAGIC Collaboration Services a new feature that brings video call capabilities directly into the radio studio. With this upgrade, presenters and producers can now connect with guests and correspondents using a link directly through the phone system. Whether it's a live news contributor or a special guest, presenters see and hear them instantly in high quality, right from their studio screen.

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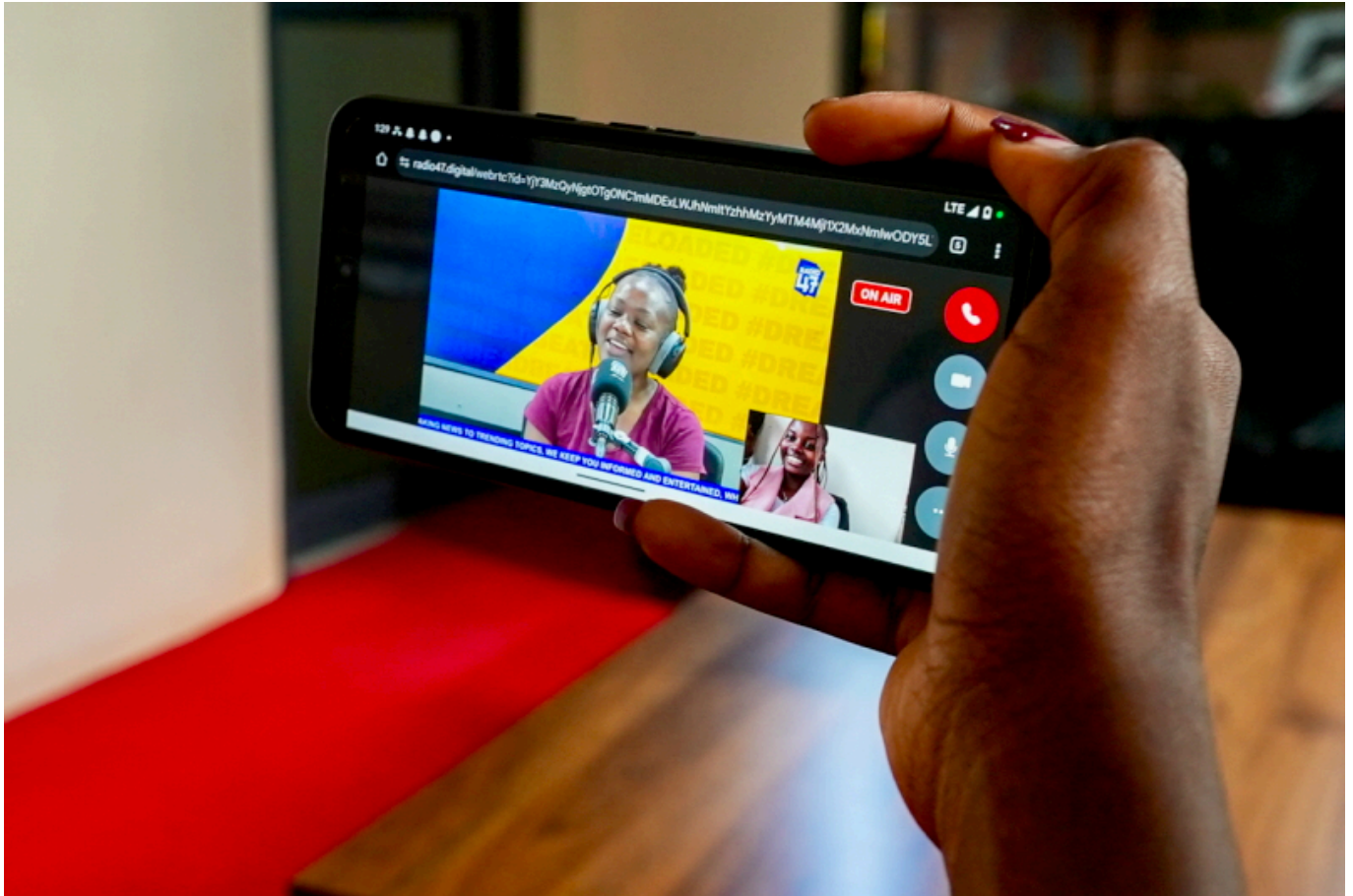
“This system has changed how we do interviews,” said Fred Martin Kiwalabye, Project Director and system integrator at MEDIACITY ADS LTD (Kigali, Rwanda), “Now our presenters can speak to guests via WebRTC/MS Teams video calls, get a visual connection, and still maintain studio-grade audio on air.” The Collaboration Services allows Radio 47 to bring in remote contributors from anywhere in the world, who join via a simple WebRTC link or MS Teams call. The system offers excellent audio even with poor internet, and gives presenters the ability to screen,

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mute, or manage guests just like a phone call but with the added benefit of seeing them. Radio 47 Presenters were quick to adapt: “It’s like having a video call inside our phone system,” said one presenter. “We can now engage better with guests because we see their reactions, their emotions it makes the conversation feel real and alive.”



Producers Patrick Maura and Gathoni Njau also praised the system: “We can now coordinate live interviews more smoothly than ever. Our guests just join via WebRTC or MS Teams, and we bring them into the show with one click no tech issues, no delays.” By integrating AVT’s MAGIC technology with familiar tools like Microsoft Teams or a simple web browser, Radio 47 Kenya has taken another big step in modern broadcasting – blending audio clarity, visual connection, and production control into one powerful solution.

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