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Press release

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Audemat-Aztec extends its audio processing product line *Silver range now includes audio processors*

Miami, FL - Monday, November 27, 2006 - Audemat-Aztec (<http://www.audemat-aztec.com>) announced today they have launched a new audio processing product line under their affordable Silver label. The new range will offer FM, HD processing, HD Multicast processing (HD2, HD3) at an affordable price. The Silver product line offers a multitude of processing solutions from a simple stereo generator to a top of the line fully featured 6 band model. The multi-band audio processors are available in 4 and 6 bands and include multi-band Automatic Gain Control (AGC) with smart gating, multi-band limiters and distortion cancelling clippers. Several of the models also include a split-processing architecture for HD separate processing through look-ahead limiting techniques.

A friendly and intuitive user interface enables the adjustment and visualization of all of the sound processing. Adjustments can be made onsite on the front panel or remotely, using the PC software. The product line supports TCP/IP and serial remote communications, with front panel USB provided on several of the models. The user can schedule automatic processing changes based on the time of day and also can change processing triggered by a contact closure (i.e. from a Remote Control Silver).

Enhancing product line for position:

"This new product line will reinforce our leadership in the broadcast industry, states Bruno Rost, Audemat-Aztec President. "As a leading broadcast equipment manufacturer, we are constantly improving and expanding our product lines. Our goal is to provide affordable and easy to use audio processors for small and medium sized markets or value conscious Broadcasters." Adds Rost. The Audio processing silver range complements our well known and internationally recognized Audemat-Aztec Digiplexer product line.

Meeting US Broadcasters needs:

"This new product line is excellent for the US market." States Christophe Poulain, Executive Vice president for Audemat-Aztec Inc. "Broadcasters who are looking for affordable processing for their main signal, HD2, HD3 or in studio processing will find the Silver audio processing line can fit their budget and still provide superior loudness and sound quality." Adds Poulain.

User-friendly units for loud and pure sound

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The Silver processors include many factory presets that enable users to quickly obtain the sound they want. The equipment can be configured in “beginner” mode, and for those who need more precise adjustments, the “advanced” mode allows full control.

“That’s the philosophy of the Silver range” explains Nicolas Boulay, Technical Director. “Silver units can be used by non technical personnel as well as audio experts”. The result of this philosophy is loudness and pure sound.

New product line of audio processors has emerged from a technological partnership.

This new product line has emerged from an OEM agreement between Audemat-Aztec and BW, a UK based company, specializing in the design and manufacture of economical FM transmitters and sound processors.

“This partnership is going to enable us to offer BW technology to numerous new stations familiar with Audemat-Aztec’s products” is what Scott Incz, CEO of BW, confirms.

“Our global dealer network will bring a new awareness for Broadcasters desiring affordable, high performance products”, adds Mr Bruno Rost.

About the Digiplexer product line:

The Digiplexer incorporates a dynamic RDS (FMB10 or FMB80) encoder, a basic sound processor, a digital stereo generator and digital composite clipper. It uses DSP to create a pristine stereo signal, and delivers audio that is free of harmonic distortion and filtering artifacts. It enables remote access using its IP connectivity and embedded web server. The Digiplexer offers many capabilities in a 1U package that is easy to configure and sounds great!

About Silver range:

The Silver range was designed for small and medium sized markets and value conscious Broadcasters.

It includes a dynamic RDS encoder (with scrolling PS), a mobile FM meter, an FM monitor that can monitor up to 8 stations in a market and a transmitter Remote Control unit (16x16x16).

Ease of use is the main characteristic of the Silver product line. Each unit is delivered with the necessary accessories. A configuration Wizard and quick start help easy installation and configuration.

About Audemat-Aztec:

Audemat-Aztec (<http://www.audemat-aztec.com>) is a world-wide pioneer in the development and manufacturing of high technology equipment for TV and radio broadcasting. The Audemat-Aztec product line includes GPS field strength meters for HD, FM, DVB, ATSC with modulation monitors built-in; RF monitoring equipment; and transmitter remote control for HD, AM, FM and TV (NTSC, DVB, ATSC) broadcasters as well as world-class RDS encoders. Audemat-Aztec’s headquarters are in Bordeaux-Merignac, France. Audemat-Aztec is quality certified by BVQI ISO 9001.



Represented in more than 45 countries in Europe and Asia through a large distribution network, Audemat-Aztec also has a subsidiary Audemat-Aztec Inc in Miami, FL USA that handles operations for the North and Latin America, Australia and New Zealand.

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