

SOUND4 PRESS RELEASE

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Two great news for NAB 2016! (booth N4037)

- SOUND4 opens USA office
- SOUND4 launch of three new FM/HD Processor in 19" rack

SOUND4 opens USA office...

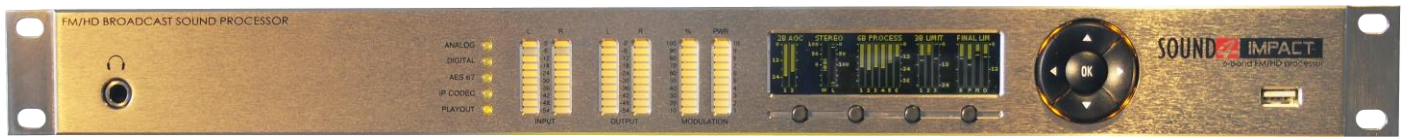


Las Vegas – NAB 2016, SOUND4 announces the creation of SOUND4 USA is represented by Mike Oberg, a broadcast processing specialist. Our new U.S. office will manage sales and support for the U.S. and Canada.

Why Mike Oberg? In Vegas at NAB 2015 Mike met Vincent Defretin and Camille Gonnet two founders of SOUND4, Mike was consulting for another audio processing company at the same time Camille and Vincent were in the merging process with this same company. After only a few conversations during breakfast it became very clear that the three were meant to work together and follow their passion for great yet affordable audio, it's as though they had known each other for decades.

Mike welcomes American and Canadian Customers...

SOUND4, market leader in PCIe based Broadcast Processing, launches NEW rack mount product line



Las Vegas – NAB 2016, SOUND4 Launches three NEW products. SOUND4's successful 2006 launch of it's PCIe based broadcast cards has positioned SOUND4 as the market leader for "PCIe In-card Products" with many applications including, FM/HD processing, Audio IP Codecs, Voice Processing, Internet Streaming, and more.

Today SOUND4 expands it's already impressive product line by offering all of it's PCIe card products in self contained 19" 1RU hardware versions.

SOUND4 Engineers have worked diligently to get the full line of FM/HD products ready for the NAB 2016 launch, SOUND4 will redefine the broadcast processing industry by offering these new products with Fantastic features at groundbreaking prices...

- Very compact: custom designed hardware that will always fit nicely in a 1RU rack mount chassis
- Efficient algorithm: SOUND4 products can compete and win head to head against any other broadcast processor on the market.
- Realistic price: SOUND4 has changed the game by putting it's Major Market sound in a 1RU at half the price of the other guys, why pay double for 2RUs of empty space?
- Reliability: No consumer grade PC mother boards are hidden in our box! SOUND4 uses its own custom hardware made for broadcast!
- Fast: Our code is so efficient you get fully processed audio at power up in 3 seconds or less

3 NEW products In a Box for 3 applications:

- **SOUND4 IMPACT – The Big One!** our 6-Band processor
- **SOUND4 PULSE – The affordable One!** our 3-Band processor
- **SOUND4 FIRST – The Entry One!** our stereo & RDS Encoder with 2-Band AGC

The New SOUND4 product line includes innovative new feature options like, emergency backup player, advanced commercial insertion player, RBDS/RDS, internet streaming encoder, audio IP codec, GPS for booster synchronization, and more.

SOUND4 Welcomes everyone to booth N4037 to test drive our new exciting products!

The SOUND4 Team,

About SOUND4 (www.sound4.biz)

Backed by more than 29 years of experience in Broadcast audio processing, SOUND4 has developed a wide range of unique and acclaimed processing solutions that run in powerful PCIe cards. In 2010, SOUND4 launched the first multi-channel voice processor and also integrated the Livewire Audio IP standard. This product has already received two distinctions: The Innovation Trophy in Paris in 2010 and the Pick Hit Award during the NAB 2012 in Las Vegas. Popular **SOUND4 STREAM x8** Webradio Processor, the first PCIe 8-channel processor and streaming encoder received a Cool Stuff Award at the 2012 NAB Las Vegas show. Also available is the first ULA playout card (AES67 / Livewire+) powered with an innovative 3D Matrix and Mix Engine. **In 2015 SOUND4 launched two new FM/HD Processors:** The big one is the **SOUND4 IMPACT**, it is a 6-band product that "kicks their ass" to biggest competitor's products! The second new FM/HD Product is the **SOUND4 PULSE**, it is a 3-Band processor which can be upgraded to **IMPACT!** Multifunction is the heart of SOUND4 Products: RDS, IP Codec, Internet Streaming, backup audio... All those products are also available in option for less investment than external boxes...

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