

SOUND4

PRESS RELEASE

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For immediate release

SOUND4 will launch the Livewire / Ravenna bridge in October 2012!

Since 2010 SOUND4 is an active Livewire partner, several successful products are already powered with Livewire audio-over-IP standard. During IBC 2011, SOUND4 has signed the agreement to also be an official Ravenna partner.

More than simply implement Ravenna on all products, SOUND4 has decided to raise the challenge higher and higher!



SOUND4 introduces the universal IP!

Thanks to the new bridge concept, all products will be able to exchange from Livewire to Ravenna or Ravenna to Livewire. SOUND4 proves again its knowledge and excellence in audio over IP. SOUND4 is the only Company that didn't use the Livewire and Ravenna reference design. "At SOUND4 we prefer to be independent and we prefer to control 100% of our developments, thanks to this choice,

we are able to manage both standards on the same components which is really less expensive and more efficient for customers..." says Vincent Defretin, the Product Manager of SOUND4.

With SOUND4 low delay audio profiles, Ravenna networks will experience very low delay IP packets (12 samples) and SOUND4 bridges will insure full compatibility with the original "Livewire Live stream". Thanks to this nice feature, customers will be able to use a SOUND4 Voice processor without any delay problem for talents headphones. Of course other delay profiles will be available for compatibility with less efficient products and with the original "Livewire Standard Stream".

The Livewire/Ravenna bridge option will be available for free at the end of October and will be compatible with all SOUND4 PCI express cards.

REMINDER:

Livewire Standard is the most popular audio-over-IP standard and already used by more than 2000 studios in the world. Livewire standard is also supported by 25-Seven Systems Inc, AudioScience Inc, Digigram, International Datacasting, Linear Acoustic, Mayah Communications, Nautel, Omnia, Paravel Systems, Radio Systems, Ravenna, Studer, Telos, XI Audio...

Ravenna Standard is a new audio-over-IP standard developed by ALC Network. Today Ravenna standard is also supported by AEQ, AETA Audio System, Arkona Technologies, Digigram, Dimetis, DirectOut, DSA Volgmann, Genelec, Infomedia, Lawo, LSB, Mergin, Neumann, Schoeps, Sonifex, Telos Alliance...

"At SOUND4 we are very excited to announce our compatibility with both standards that represent more than 30 other manufacturers!. It is a real advantage for our customers. I take this opportunity to say "thank you to our fantastic Research and Development Team" managed by Camille Gonnet" says Vincent Defretin the Product Manager of SOUND4.

ABOUT SOUND4:

SOUND4 is a French Company based in Lyon, launched in 2007. SOUND4 has designed an innovative range of audio processing HD/FM, a range of multi-channel Voice processing**, a range of Audio streaming over IP solution and a complete processing and streaming solution for WebRadio bouquets***.*

SOUND4 philosophy is to propose real multifunction products, that's the reason why SOUND4 products are based on some powerful PCI express architectures allowing the integration of several products in the same hardware (HD/FM processing, audio back up, streaming, RDS, Audio IP) to reduce cost investments (up to 70% compared to traditional solution), gain in reliability and flexibility. SOUND4 Products are in the "green way" because they save power consumption, space and reduce heat emission... Today SOUND4 has already sold up to six hundred products and is considered as the new challenger in its domain.

** patented technology*

*** awarded SATIS show Innovation Trophy in Paris and Radio magazine Pick Hit award in Las Vegas*

**** awarded Radio World magazine Cool stuff award in Las Vegas*

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