



September 13, 2013, Lyon, France  
For Immediate release

## **Sound4 aligns with The Telos Alliance**

### **Lyon France-based Company now technology contributors**

Announced today at IBC Amsterdam, Sound4 -- headquartered in Lyon, France -- will be an exclusive, contributing organization to The Telos Alliance.

Sound4 processing offerings will be marketed under the Omnia brand, with the acknowledgement "powered by Sound4".

Additional Omnia proprietary developments will be added to the Sound4 technology along the way, resulting in many, new enhancements to an already impressive lineup of offerings.

"Sound4 and Omnia bring some unique and carefully thought out products to a market increasingly filled with underperformers" said Frank Foti, CEO of the Telos Alliance and Omnia founder, "Now the best-in-class is available from Omnia in every form factor and at every price point."

Vincent Defretin, Product Manager at Sound4 adds: "I believe in Alliances! Since its inception, SOUND4 has been a magnificent success with awards, trophies and market share rewarding our technical advances. The story with Telos started for us in 2010 when we had signed a technology agreement to integrate the Livewire IP technology in our products. Today with Head of R&D Camille Gonnet and our whole Sound4 crew, we are very excited to work with the best team in the world."

Sound4 products can be experienced at the Telos Alliance Booth, Hall 8, D-30, IBC RAI Center Amsterdam September 13-17.



### **About Sound4 ([www.sound4.biz](http://www.sound4.biz))**

Backed up with more than 29 years of experience in audio processing, Sound4 has developed a wide range of unique and critically acclaimed processing solutions. In 2010, they launched the first multichannel voice processor and also integrated the Livewire Audio IP standard. This product already received two distinctions: The Innovation Trophy at Paris in 2010 and the Pick Hit Award during the NAB 2012 in Las Vegas. Their popular Sound4 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 (Livewire & Ravenna) powered with an innovative 3D Matrix and Mix Engine.

For media inquiries contact: Magali Marchais at [magali@sound4.biz](mailto:magali@sound4.biz)

### **About Omnia Audio:**

Omnia products represent the state-of-the-art in audio processing for virtually any application.

The top of the line Omnia.11 and the versatile Omnia.9, feature Single Sideband Suppressed Carrier capability for the potential reduction of multipath. Also available is the lower-priced Omnia ONE, which will process FM, AM, Internet, Studio applications or act as a Stereo Generator on demand by simply changing software. Omnia 8x features eight, discrete Omnia processors in a single, networked appliance for multiple coded audio applications. On the software

side, there is the Omnia A/XE for standalone encoding and processing of live internet streams as well as the Omnia F/XE for file-based encoding and processing. Omnia Audio offers 24/7 technical support.

For media inquiries contact: Denny Sanders, Omnia Marketing Director at [denny.sanders@telosalliance.com](mailto:denny.sanders@telosalliance.com).