

# SOUND4 PRESS RELEASE

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## SOUND4 IMPACT, THE IBC 2016 BEST OF SHOW AWARD!

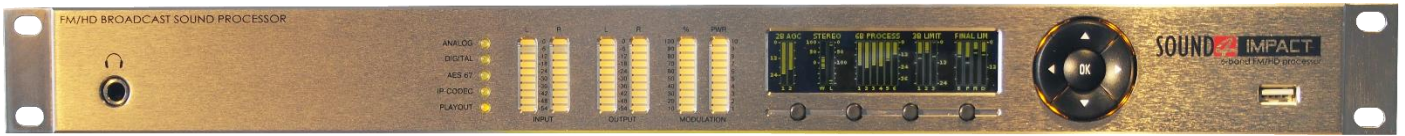


### Amsterdam – IBC 2016,

A stellar participation in IBC 2016 has seen not only tremendous interest in the SOUND4 product display, but also due recognition for their most advanced FM/HD processing tool – the SOUND4 IMPACT, which received the prestigious Best of Show award. Everyone at the company is especially proud of this honor due to the huge amount of time and effort invested in developing the entire range of audio processors. The SOUND4 engineers have managed to bring to the broadcasting audience an impressive line of devices, capped by the SOUND4 IMPACT, which provides clients with consistent levels of audio loudness and clarity while also being extremely affordable. Its combination of technical features and reliability of performance have made it a hit among IBC attendees and this Best of Show award demonstrates why SOUND4 is among the leaders on the radio market.

IBC 2016 was a resounding success for SOUND4 whose team would like to thank everyone who visited their booth and took interest in their tools. The SOUND4 products were met with massive interest and received extremely favorable feedback due to their combination of technical parameters, design and affordable price. The company confirmed its position and acquired valuable information from clients,

as well as useful ideas on what further improvements could be implemented into their gear. Because progress is a result of useful ideas, dedication and cooperation.



The SOUND4 Team,



## About SOUND4 ([www.sound4.biz](http://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...

### FOR MORE INFORMATION:

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