

SOUND4

PRESS RELEASE

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Booth #C2849

SOUND4 invites you to take part to a spectacular demonstration of its “SOUND4 x8”:

the 1st Multichannel WebRadio Processor and Streaming solution running 32 radios and 160 streams on 2U rack server!



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Product & Project Manager

SOUND4 invites you to discover a world premier!

SOUND4 gets a real advance compared to all market solution; SOUND4 x8 is an efficient, complete and cost effective solution. Do not miss this opportunity to discover the next future of radio bouquet solution.

On SOUND4 booth you will see On Air demonstration:

- 32 radios with independent sound Processing
- 160 Streams (five per radio, MP3, AAC, HE-AAC, HEAACv2...)
- Predictive HQSound for optimizing sound difference between streaming encoders
- Meta data management

All running in a 2-unit rack server!

Due to datacenters cost, saving space is a goal for WebRadio broadcaster. Thanks to SOUND4 x8's capacity and the powerfull Dell servers, SOUND4 will demonstrate for the first time in live the best cost effective solution: four x8 cards running in a Dell R720 server.

About SOUND4 x8...

SOUND4 x8 is a product dedicated to WebRadio bouquets...

The SOUND4 x8 is the 1st multi-channel processor dedicated to WebRadio bouquets. It can simultaneously and independently process 8 radio streams on a single PCI express card. The x8 offers 8 inputs and 8 outputs through Audio Driver (WDM/Direct Sound) and/or LIVEWIRE and RAVENNA®.

At last a product that handles encoding differences...

In terms of Sound Processing, the SOUND4 x8 includes a true processing chain dedicated to webstreaming : AGC + Tone FX + Stereo FX + 3-band Process + 4-Band Limiter + Brick Wall Limiter. The SOUND4 x8 also features the « Predictive HQSound » algorithm which optimizes codec result and reduces compression-induced sound artifacts.

SOUND4 x8, a product designed for content delivery on all standards...

In terms of Encoding, the SOUND4 x8 offers a complete and innovative solution: each processed output may be encoded into up to 5 different stream formats (MP3, AAC, HE-AAC v1, HEAAC v2...). The SOUND4 x8 is the high quality encoding engine that suits every IP audio device profiles. Indeed it is the 1st processor that integrates a sound optimizer for very low encoding rates (16 kbps, 24 kbps, 32kbps...). Moreover, an Adaptive Processing can correct each stream independently in order to compensate the sound difference due to encoding (another SOUND4 innovation!). Thus a radio station can easily generate different streams that suit the targeted audience, low rate for mobile phone, high rate for home device, with homogeneous sound whatever the encoder used. Finally, the SOUND4 x8 adapts to most of the standards used for streaming delivery systems (Flash, Darwin, Helix, Wozza, Icecast 2, Shoutcast...)

An advanced metadata management...

In terms of Meta-Data, the SOUND4 x8 is compatible with the different standard formats and can interface to many automation software thanks to a XML-based gateway (A2I, BE, BSI, Enco, Jazler, Netia, NextGen, RCS, Winamp, Winmedia, Zenon...**)

An extensible solution that reduces space needed for installation...

The SOUND4 x8 is based on a PCI express card: when it was previously possible to process only one radio on one PCI express slot, it is now possible to process eight radios. Thanks to this advantage, it is possible to install many cards in one server and then get easily 32 radios or more in one PC! Thereby, SOUND4 x8 reduces by eight the space needed in data centers, a good way to reduce cost!

A cost effective solution...

490 USD per channel, an unbeatable price compared to all solutions. For this price, users get a powerful processor that makes the difference, a complete encoding solution, a full compatible product with delivery servers with an advanced metadata management!

*LIVEWIRE is a registered trademark of Axia Audio, RAVENNA® is a registered trademark of ALC NetworX GmbH and is used here under license

**Brand names in this document are the property of named manufacturers

About Dell* R720 server...

Dell R720, the very new generation for quality, availability and reliability

First of all, this server is powered with a double hot plug power supply. Hot plug is also proposed for hard disks and fans replacement, R720 is definitively oriented to serve 24/24 with no interruption.

In practice Dell* proposes large possibilities for customization, it is really possible to adapt the configuration with target needs. Here for NAB Demo, the R270 server is running with two processors (2GHz – 8 cores), 4Go memory and Windows 2008 R2 operating system.

With this configuration, SOUND4 streaming engine uses only 33% CPU for 160 streams! This gives enough resource for 32 channel play-out automation systems!

Why Dell*?

SOUND4 works now with Dell's OEM Solutions team for its product integration. With Dell, SOUND4 has found the best, most cost-effective solution provider for SOUND4 products integration. Today our cards are integrated by Dell* and directly shipped to our customers.

*registered trademark of Dell"



In this DELL* R720 2 units rack, four SOUND4 x8 cards are located on the back side

To download a print quality photo,

http://resource.sound4.biz/COM/PR/SOUND4_x8_NAB2012/dellr720hr.pdf

FOR MORE INFORMATION:

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And Vincent Defretin will be pleased to talk with you on booth #C2849

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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**, and a range of Audio streaming over IP solution. 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 Innovation Trophy