



For Immediate Release
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SOUND4 Wins Radio World "Cool Stuff" Award

LAS VEGAS - **SOUND4 x8** manufactured by **SOUND4** is the recipient of the radio broadcast industry's most prestigious technology honor, the *Radio World* "Cool Stuff" Award, given by a panel of expert engineering judges at the 2012 NAB Show in Las Vegas.

Radio World's "Cool Stuff" Award-winning products, announced by U.S. Editor in Chief Paul J. McLane, are selected each year by a panel of radio broadcast engineers as notable for their design, features, cost efficiency and performance in serving radio broadcast users. The winners will be featured in *Radio World*, which is read by thousands of broadcast professionals in the United States, around the world and online.

Only a small number of products were chosen for the *Radio World* "Cool Stuff" Awards from among the hundreds, if not thousands, of new products on display at the convention.

Radio World (www.radioworld.com) is the definitive information resource for radio managers and engineers, covering technology, industry news, management techniques, applications-oriented engineering, production articles and new product information. *Radio World* is published by NewBay Media LLC, the world's leading publisher of pro broadcast, audio and video publications.

ABOUT SOUND4 x8

Named « SOUND4 x8 », this product includes following functionalities:

- 8 independent channels and powerful Sound Processor
- Streaming engine that can deliver five different streams per channel (40 streams total)
- Hi quality level coding : MP3, AAC, HE-AAC, HE-AACv2...
- Predictive HQSound algorithm for sound unification with all codecs type
- Ready for all delivering standard (Darwin, Flash, Helix, Icecast, Shoutcast, Wowza...)
- Advanced metadata management
- Livewire* and RAVENNA® * compatible

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, Wowza, 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, 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 solution. 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

*** (indicative price, prices can be different according to importation taxes)

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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