

# PRESS RELEASE

**In the context of Covid-19, WorldCast Systems supports Ecreso users in reducing energy costs by up to 40% with FREE activation of SmartFM**

March 2020 (for immediate release) – As a leading supplier of advanced broadcast solutions for customers across the globe, **WorldCast Systems announces it will be offering SmartFM, for FREE, to all owners of Ecreso FM transmitters and for a 1-year duration.**

SmartFM is compatible with all recent generation ECRESO FM transmitters and can be activated through a simple, software upgrade or license activation.

How much users can save depends on the network and output power. For example, with 1 Ecreso FM 10kW transmitter broadcasters can save up to 4000 €//\$\* by the end of the year or with 1 Ecreso FM 1000W transmitter, up to 400 €//\$\*.

“To support our customers during this tough period, it means a lot to us to contribute in some way. Covid-19 is impacting all industries, worldwide, including FM radio. During these uncertain economic times, limiting costs becomes crucial and for this reason, we are offering SmartFM” says Nicolas Boulay, Co-President.

To activate SmartFM, contact your Regional Sales Manager or email [sales@worldcastsystems.com](mailto:sales@worldcastsystems.com)

\*at 0.20€/kWh



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#### About WorldCast Systems

WorldCast Systems engineers high-performing, reliable and innovative broadcast solutions to the Radio & TV industry worldwide, meeting the needs of both international broadcast networks and small private stations. Its industry leading brands include APT, Ecreso, and Audemat, with an extensive offer including audio codecs and mobile network access for remotes and OBs, FM transmitters, RDS encoding and sound processing, and RF signal monitoring, test and measurement. Headquartered in Bordeaux, France, WorldCast Systems employs around 100 people worldwide, with an R&D center in Northern Ireland and offices in the UK, the US, and Malaysia. For more information, visit [www.worldcastsystems.com](http://www.worldcastsystems.com) and follow us on [LinkedIn](#), [Facebook](#), and [Twitter](#).

#### Press contact

Chantal Fourgeaud, Director of Marketing Communications, [c.fourgeaud@worldcastsystems.com](mailto:c.fourgeaud@worldcastsystems.com)