

PRESS RELEASE

## WorldCast's SmartFM Technology Wins 2023 NAB Show Excellence in Sustainability Award

**Las Vegas, April 26<sup>th</sup> 2023 (for immediate release)** – WorldCast Systems announced that its [SmartFM](#) technology is a Product or Service winner in the 2023 NAB Show Excellence in Sustainability Awards. Supported by Amazon Web Services (AWS), this newly launched awards program recognizes individuals, organizations, and products/services for outstanding innovations in media technology that promote conservation and reusability of natural resources while fostering economic and social development.

SmartFM is a worldwide patented technology which enables radio broadcasters to reduce their energy consumption (and carbon footprint) by up to 40% - without any compromise on audio quality and coverage. Compatible with Ecreso FM transmitters, SmartFM enables radio broadcasters to tackle rising energy costs while meeting their sustainability goals.

NAB Show Excellence in Sustainability Award Winners were selected by a panel of sustainability experts in one category each for The Sustainability Champion Award, The Sustainability in Leadership Award, and The Sustainability in Product or Service Award. The awards were announced in a live ceremony at NAB Show on April 16.

“We are honored to receive this award for SmartFM and proud that our technology was recognized for its impact in reducing the carbon footprint of FM broadcast. We would like to thank the judges for this recognition, and congratulate our team who has worked hard to develop and bring to market this innovative software technology for FM broadcast,” said Christophe Poulain, Co-President at WorldCast Systems.

“The 2023 NAB Show Excellence in Sustainability Awards honor leaders who have influenced their teams to achieve a more sustainable pathway, organizations that have launched or completed sustainability initiatives, and products or services that significantly improve sustainability or provide sustainable market alternatives,” said NAB Executive Vice President of Global Connections and Events Chris Brown. “We congratulate WorldCast Systems on this award in recognition of SmartFM and for helping the content industry meet the critical environmental challenges of today and tomorrow.”

“Embedding sustainability within an organization’s strategy is not only good for the planet, it is good for business,” said Barbara Lange, principal and CEO of Kibo121 and also the program manager for the awards. “Sustainability embraces environmental impacts, as well as giving back to the communities in which we work and live. I am delighted to see the many organizations who submitted applications for these awards and look forward to seeing even more in the coming years.”

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### About WorldCast Systems

WorldCast Systems engineers reliable and innovative broadcast solutions to the Radio industry worldwide, meeting the needs of both international broadcast networks and small private stations. Its industry leading brands include APT, Ecreso, Audemat, and Kybio with an extensive offer including audio codecs, FM transmitters, RDS encoding, sound processing, RF signal monitoring, test and measurement, and network management. WorldCast Systems is a part of WorldCast Group. Headquartered in Bordeaux, France with a subsidiary in the US, as well as representatives and distributors worldwide, the group generates more than 85% of its turnover internationally. For more information, visit [www.worldcastsystems.com](http://www.worldcastsystems.com)

### About NAB Show

NAB Show, held April 15-19, 2023, in Las Vegas, is celebrating its centennial year as the preeminent conference and exhibition driving the evolution of broadcast, media, and entertainment. It is the ultimate marketplace for next-generation technology inspiring superior audio and video experiences. From creation to consumption, across multiple platforms, NAB Show is where global visionaries convene to bring content to life in new and exciting ways. More information is available at [www.nabshow.com](http://www.nabshow.com).

### **About NAB**

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory, and public affairs. Through advocacy, education, and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. More information is available at [www.nab.org](http://www.nab.org).

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