

PRESS RELEASE

WorldCast Systems & Orban Join Forces

New Jersey, USA / Bordeaux, France, 04 April 2024 (for immediate release) - Orban Labs and WorldCast Systems have entered into an agreement where Orban has procured the APTmpX codec technology for use in its line of FM processors including the Optimod 5950, 5750 and Trio-FM products.

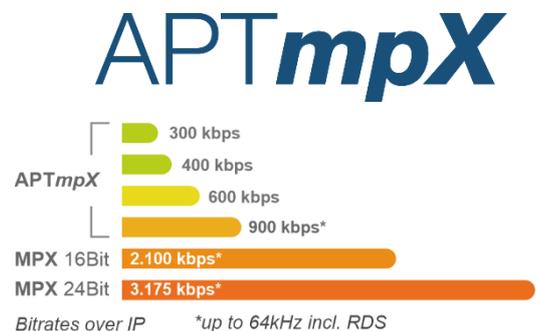
WorldCast has rolled out the APTmpX technology on their APT Codec range and also incorporated the algorithm directly on a decoder built into their award-winning Ecreso FM AiO Series Transmitter range. APTmpX is already a field-proven technology and is used in hundreds of MPX STL links globally.



The key benefits over other MPX compression methods in the market is the absolute transparent nature of the codec, being rooted in ADPCM as opposed to a psychoacoustic code base. This gives the immediate benefit of maintaining perfect sonic fidelity and precise peak control of the high-end processor from which the MPX signal has been derived. The other crucial advantage with APTmpX, thanks to the transparent nature of the algorithm, is that it will not degrade in any way the Nielsen watermarking technology - used in the USA market to validate station ratings.

Hartmut Foerster, Product Manager at WorldCast Systems stated, “APTmpX provides a clean MPX compression that not only blows away the competition in terms of quality but is also low power consumption and ultra-low delay, ideal for any broadcaster who wants to transition their STLs from audio baseband to MPX”.

“The APTmpX codec is the only reduced bandwidth codec technology for distributing analog FM composite today that doesn’t negatively impact watermark encoding” said David Day, President of Orban Labs. “Additionally, its audio quality is spectacular and it’s virtually indistinguishable from the source. Existing customers can easily upgrade their units with this technology”.



Learn more at the NAB Show on the Orban Booth W3443 or the WorldCast Systems Booth W3449.

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About Orban: For almost 50 years, Orban has set the benchmark for professional best-in-class audio processing worldwide and continues to provide state-of-the-art audio solutions for large performance venues and content creators as well as radio, TV and Internet broadcasters. Applications include radio and streaming audio processing, loudness measurement and control, multichannel sound audio rendering, and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, Disney, ESPN, FOX, iHeart, NBC, NHK and SKY. Orban Labs’ offices are in Pennsauken, NJ right across the river from Philadelphia, PA, San Francisco, CA and Ludwigsburg, Germany. For more information on Orban, please visit our website www.orban.com, email us info@orban.com or phone us at 856-719-9900.

About WorldCast Systems: WorldCast Systems engineers reliable and innovative broadcast solutions to the radio industry worldwide, meeting the needs of both large broadcast networks and community stations. Its leading brands are APT, Ecreso, Audemat, and Kybio with an extensive offer including audio/MPX codecs, virtualized solutions, FM transmitters, sound processing, RDS broadcast, DAB/FM signal monitoring, test and measurement, as well as network management. Headquartered in Bordeaux, France with a subsidiary in the US, as well as representatives and distributors worldwide, WorldCast generates more than 75% of its turnover internationally. More information at www.worldcastsystems.com.

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