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Orban Brings Next-Generation AM Processing to NAB

Custom processing algorithm can run on multiple platforms, offers more loudness with less distortion.

Pennsauken, NJ – Orban, the leader in world-class audio processing, has announced the availability of XPN-AM, a new way to manage audio processing for AM stations. XPN-AM will be demonstrated at NAB booth N4120 and will also be shown in the Nautel booth, N5924.

XPN-AM is the result of more than five years of research by processing pioneer Bob Orban. It exploits a psychoacoustic model to maximize the reach and intelligibility of AM transmissions while lowering distortion and reducing listening fatigue.

“AM broadcasters have been fighting RF noise at listener locations for decades,” said David Day, Orban president. “An appropriate solution to counteract noise from lighting or computers is to adjust audio processing for more apparent loudness. All audio processors produce more distortion when they do this, which ultimately limits stations’ potential coverage. XPN-AM substantially improves this loudness/distortion tradeoff, maximizing the number of listeners who can receive entertainment-quality service.”

At NAB, Bob Orban will conduct a demonstration of XPN-AM versus other current AM processors, utilizing a Nautel J1000 AM transmitter to most accurately show real-world conditions. As Orban switches between the processors, attendees will be able to hear the differences in both loudness and distortion.

XPN-AM will also be demonstrated in the Nautel booth on an NX-5 transmitter running Modulation Dependent Carrier Level (MDCL). “This demonstration will show in real time the power savings that can be obtained with the combination of XPN-AM and MDCL,” said Day.

"In 2010, Orban first introduced its disruptive MX limiter technology in Optimod-FM 8600,” said Bob Orban. ”The MX limiter uses a psychoacoustic model to significantly lower distortion, increase transient punch, and improve high frequency power handling capability. Orban's XPN-AM now brings this same revolutionary limiter technology to AM radio, providing an unprecedented combination of loudness, cleanliness, crispness, speech intelligibility, and coverage. Additionally, XPN-AM’s design is informed by everything we have learned in our 42 years of AM processing experience, starting with the original Optimod-AM 9000 in 1977."

“AM is most definitely NOT dead,” said Day. “Some of the top billing radio stations in the USA are AM operations. We have been testing XPN-AM for the past year with broadcasters around the world, and they have been enthusiastic about the results. Now that XPN-AM is shipping, AM stations everywhere can claim their rightful place as leaders on the dial.”

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About Orban: For over 45 years, Orban has set the benchmark for professional audio processing worldwide and continues to provide state-of-the-art audio solutions for live performance venues and content creators, as well as radio, TV and Internet broadcasters. Applications include audio processing, loudness measurement and control, multichannel surround audio and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, Disney, ESPN, FOX, iHeart, NBC, NHK and SKY. Orban Labs currently has offices in San Francisco, CA and Ludwigsburg, Germany; its headquarters are located in Pennsauken, NJ right across the river from Philadelphia, PA. For more information on Orban, please visit our website www.orban.com, email us info@orban.com or phone us at 856-719-9900.