



NEWS RELEASE
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PRESS CONTACT: info@orban.com
info@broadcastpartners.com

Orban Demonstrates SmartRadio™ Platform at NAB

Orban's new OPTICLOUD™ processing engine delivers cloud-based audio processing.

Pennsauken, NJ – Orban, the leader in world-class audio processing, demonstrated SmartRadio cloud- and web-based processing technology at NAB 2018.

SmartRadio is a next-generation data-driven radio platform developed by a European company, Broadcast Partners, and was designed to deliver "radio as a service;" it consists of several components: multichannel Smart production, Smart publication and data-driven Smart tools. Together these components create a modern hybrid "start to end" modular production environment.

In this collaboration between Orban and Broadcast Partners, SmartRadio utilizes the new Orban OPTICLOUD audio processing engine to provide cloud- and web-based Smart audio processing for cloud-based radio programming for online and DAB+ radio stations. OPTICLOUD offers three levels of audio processing depending on stations' needs and budget, ranging from basic entry-level processing up to and including Orban's powerful Xponential Loudness algorithm.

The SmartRadio platform enables broadcasters with multiple transmission sites or with multiple online and/or DAB+ radio channels to remotely manage not only content, but each entity's audio processing.

"Broadcast Partners is very well known in Europe for its build out and management of transmission networks for a substantial number of public and commercial radio stations nationwide in the Netherlands, Belgium and Germany," said David Day, Orban President. "With this new cloud-based processing available through our OPTICLOUD platform, Broadcast Partners can provide audio processing for each of their customers without the need for physical processing equipment. This type of processing platform has global potential for a wide range of users."

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About Orban: For over 45 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 live 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 surround 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 Broadcast Partners: For more than 35 years Broadcast Partners provides broadcast technology and solutions to broadcasters. We offer transmission networks as a service to a substantial number of public and commercial radio stations nationwide in the Netherlands, Belgium and Germany. On behalf of these and other customers, Broadcast Partners manages over 800 FM transmitters, 8 DAB+ networks and a number of AM transmitters. Beside network operation Broadcast Partners develops innovative radio solutions like SmartRadio, Radix and an aXemble DAB+ headend. For more information on Broadcast Partners visit www.broadcastpartners.com. For all information about SmartRadio, please visit www.smartradio.nl, email us at info@broadcastpartners.com or phone +31 115-683555