



More DAB Choice for Manchester

Manchester, Friday 17th June 2016

Niocast Digital, operator of the trial multiplex in Manchester, welcomes two additional stations this weekend:

- **Rainbow Radio**, serving Manchester's migrant West African communities, and
- **Solar Radio**, playing soul, jazz, blues and related styles of music

Solar will broadcast in DAB+ 'parametric' stereo making it the first station on the multiplex to take advantage of this latest technology.

Director of Operations, David Duffy, says Niocast is keen to maximise the audio quality capabilities of DAB: *"We are fully engaging in the technical aspect of the trial and have invested in the HE-AAC v2 audio codec which is the most efficient audio compression scheme available worldwide. Broadcasting at 48 kbit/s in DAB+ using the new codec Solar will sound amazing!"*

Niocast hosts a wide range of services on both DAB and DAB+ with yet more stations to launch over the summer.

The full line-up of stations can be found here www.niocast.com

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