

## PRESSRELEASE

**Linköping, Sweden 2013-02-18**

### **Seventh Italian customer for Factum**

Factum Electronics, the leading global provider of next-generation head-ends for digital multimedia broadcasting, won its seventh independent client on the Italian market

Elber delivered the Factum equipment to the Trentino region, which is the first region to start the regional transmissions after the ATV switch off. The focus of the end customer was on size and compressed functionality in the system. Factum could meet the requirements with the all-in- one Factum 1RU multiplexer with built in PAD and NPAD data services.

The new generation multiplexers, encoders and data servers are now supporting virtualization, Intel Advanced Management Technology (AMT) and consumes only about 25 watt. With these innovations the broadcasters and network operators get greater control, interactivity and supervision of the system and provides a range of options to the day-to-day users.

Edoardo Bernardi, CEO of Elber said; “Two of the key incentives for the Trentino broadcasters were that the equipment should be as compact and as easy to use as possible. Factum offers just that and in combination with the latest developments and the professional services from Elber we have got a perfect match.”

Patrik Olsson, CEO of Factum commented; “Digital radio continues to go from strength to strength in Italy, and it is going to be very exciting to follow the cooperation with Elber, M-Three, Telsat, Onetastic and DGQoS, which seem to be very well positioned for the national and regional build out.”

Since earlier Factum has announced business projects for Digital Radio in Italy together with Club DAB Italia, EuroDAB with RTL 102,5, CR DAB, Raiway, RAS and Vatican Radio.

About Factum Electronics:

Factum Electronics AB ([www.factum.se](http://www.factum.se)) is a world leader in the areas of DAB (Digital Audio Broadcasting), DAB+, DMB (Digital Multimedia Broadcasting), and NICAM, digital stereo sound for television broadcasting. Factum Electronics develops and sells system solutions for signal encoding, decoding, and processing and serves professional broadcasting customers in more than 40 countries. Additionally, Factum Electronics develops and sells middleware for receiver chip manufacturers and test & monitoring equipment.

