

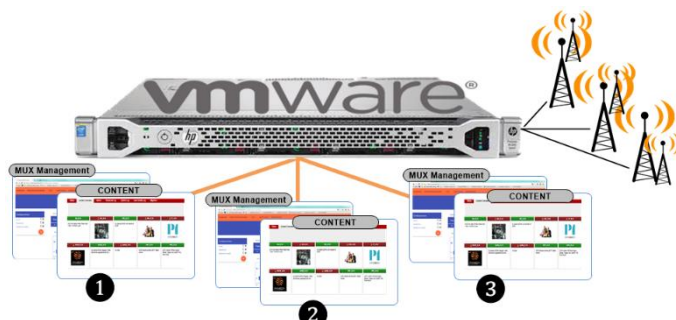
SUCCESS FOR PANEDA PROFESSIONAL SMALL SCALE DAB CONCEPT IN NORWAY

Linköping, Sweden, 2016-10-03

for immediate release

Radio Tromsø, Radio Bardufoss and Radio Bodø in Norway has selected Paneda and its professional small scale DAB concept for their DAB rollout. The order includes a complete system with multiplexers and audio encoders as well as the content management system RAPID from All In Media. Transmitters from the Italian manufacturer SYES are also included in the project.

The system is realized in one single server platform, hosting 3 independent multiplexer systems with its audio encoders and content management system. With the unique handling of virtual service providers in the system, each broadcaster will have access to its own web based user interface, and can handle and manage the system independently from each other.



The transmitter network will contain 6 transmitters in the region with 8 DAB+ channels in total.

Jan Johnsen, CEO of Radio Tromsø, Radio Bardufoss and Radio Bodø and Technical Manager says:

“The decision to use the Paneda system was easy to take, after a period of evaluation of other systems it was clear that the Paneda system exactly match what we were looking for, a system with the most modern architecture which fulfil all the requirements and easy to operate and maintain. At the same time the system is modular, and we have options to expand the system with additional multiplexers, without any hardware investments. Since we are “newbies” in DAB, it has also been very satisfying to note that Paneda has understood our needs, and that we together could find a solution that was suitable for us. We are now looking forward to start a new era in digital radio broadcasting providing good content to our listeners”

Lars-Peder Lundgren, Sales Manager at Paneda says:

“The concept **professional** small scale DAB really shows that our philosophy of providing DAB head-end system to also smaller radio groups is the way forward for digital radio, our system suites everyone, from smaller radios to public broadcasters, the very same system is built to meet the different needs and is the most cost efficient system”

About Professional Small Scale DAB:

The concept means that Paneda offers a system that is modular, and for entry levels with a few radio services also a low investment cost, still without any limitations in features. The system can be realized in a Paneda 1U hardware, containing up to 16 audio services, multiplexers, management and data content system in the very same 1U, furthermore the complete system can be installed in a server platform in the customers’ existing environment or provided as turnkey system by Paneda as well as offered as a cloud service, without any hardware. For a cloud based DAB system, Paneda has developed the unique PCC, Paneda Cloud Connector that ensures the most robust and secure connection using Internet between the cloud multiplexer and the transmitter network.

For further information:

Lars-Peder Lundgren, Sales Manager
lars-peder.lundgren@paneda.se
 +46721599750
www.paneda.no

Jan Johnsen, CEO of Radio Tromsø, Radio Bardufoss and Radio Bodø
 Technical project manager
jj@johnsen.no

About the Paneda Group:

Paneda develops and sells DAB related equipment on an international market. Up to this date Paneda has delivered 120 tunnel systems with DAB break-in to Norway. Paneda also operates its own digital TV network in Norway having over 200 transmitter sites. Paneda expands its market shares on the international arena with its DAB Head-End range of components.