

PRESS RELEASE

PANEDA PROVIDES DAB MULTIPLEXERS TO LATVIA

Linköping, Sweden, 2016-10-17

for immediate release

The system integrator A-T TRADE MUSIC won the public tender for providing DAB multiplexer equipment to LVTRC, (Latvia Television and Radio Centre) Paneda will supply a complete system with 16 DAB+ services and multiplexers as well as data content system for the project.



The project will start as a trial in November with six channels and to be completed later with commercial radios with totally 16 services.

The Paneda DAB Head-End system has now been established on the market as a user friendly, advanced but easy to use system with the most modern architecture. The modular design enables a low cost entrance level 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.

The system is realized in one single 1U hardware, including support for AES/EBU, AES67/LiveWire as well as all kind of web stream formats that will be used for the commercial actors. 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.

Valerijs Titovs, Head of Broadcast Department AT Trade Music comments:

"We are delighted to participate in the first DAB transmission in Latvia, and we are convinced that this is the beginning of a new era for radio. Paneda has impressed with its modern DAB system, and we are looking forward to be a key actor for further progress in the region together"

Lars-Peder Lundgren, Sales Manager at Paneda says:

"It's just fantastic to note that we now have a new country on the DAB map, and that our system perfectly matches the requirements of easy to understand systems. Paneda is proud to conclude that we once again have proven that our philosophy to provide DAB equipment for all range of users is the way forward, winning this tender in stiff competition with tough requirements is satisfying and encouraging for the future"

About Paneda DAB Head-end

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.

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