

PRESS RELEASE**PANEDA AND AGILE BROADCAST,
AUSTRALIA/NEW ZEALAND PARTNERSHIP***Linköping, Sweden, Melbourne, Australia 2019-06-13*

for immediate release

Paneda and Agile Broadcast have today entered into a partnership agreement for the Australian and New Zealand markets. Agile now represents Paneda for DAB headend and monitoring products.

With this partnership in place, Paneda and Agile will together be able to offer complete DAB solutions that includes support, installation, system integration and other related services.

Lars-Peder Lundgren, Managing Director says:

Paneda are very pleased to have this agreement in place, we are aware of the skills and expertise that Agile possesses and we are confident that this co-operation will bring success for both parties and our customers. The Australian market is one the most DAB mature markets, and we see a growing interest for our products and solutions. We are now looking forward to providing a “total care” solutions to this market together with Agile.

Adrian Harper, Director of Agile Broadcast says:

Paneda’s innovative DAB multiplexing products are something we’ve admired for some time. We are now very excited to be representing Paneda in ANZ. The range of products complement our existing offerings in the Digital Radio Broadcasting sector and are a natural extension to the support services we already offer the Australian Digital Broadcasters. We look forward to growing Paneda’s business here as well as being a part of this continually evolving broadcast platform.

About Paneda DAB+:

The Paneda DAB+ multiplexer provides broadcasters and service providers the most flexible and reliable head-end for digital radio applications. The Paneda multiplexer system offers several unique features which include Paneda SMART content aware switching allowing automatic replacement of failed subchannels between redundant MUX pairs, Virtual Providers allows broadcaster sharing of a multiplexer platform while maintaining independent operation within a specified capacity range, and Audio Source Redundancy with seamless switching between different source inputs. The system can be realized in on-premises validated server hardware, capable of up to 16 audio services, multiplexers, management and data content system in a 1U form factor. Alternately the complete system can be installed in a server platform in the customer’s existing IT environment or provided as turnkey cloud service by Paneda. Cloud-based DAB+ systems can also utilise low cost Internet links to the transmission network using the Paneda Cloud Connector (PCC), a platform developed for high robustness and security.

For further information:**PANEDA:**

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About the Paneda Group:

Paneda develops and sells DAB+ related equipment on an international market. Up to this date Paneda has delivered over 200 tunnel systems with DAB+ in Norway. Paneda also operates its own digital TV network (DVB-T2) in Norway having over 165 transmitter sites. Paneda continue to expand its market shares on the international arena with its DAB+ Head-End range of components, currently having over 70 DAB multiplexers in operation world-wide. Paneda has also developed emergency warnings systems over DAB+ and offers complete solutions for different kind of such applications.

About Agile Broadcast:

Agile Broadcast provides market leading products and specialist technical solutions to the radio broadcast industry. Agile Broadcast staff are both experienced and passionate about all aspects of radio broadcast engineering. Agile has a long-standing reputation of providing clients advanced, hi-reliability solutions with services which include consultancy, design, installation, maintenance and on-going support.

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