

## CONTACT

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## For immediate release

## Paneda wins new contract with Telenor Norge AS

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Paneda has signed a contract with Telenor Norge AS, BMS (Broadcast and Media Services) for the national commercial DAB multiplexer system in Norway, which is now in full operation. The national commercial multiplex capacity is shared between Bauer Media and NENT group. Telenor operates the multiplexer, transmission and transmitter network. This national multiplex is one of the world's largest DAB networks with a total number of more than 220 transmitters which operates in SFN (Single Frequency Network) nationwide.

The process was initiated 2 years ago, and during this period, the system has been intensively tested and further developed to fulfill all the requirements of Telenor Norge AS and its customers. The system is realized as an in-house cloud service in multiple new datacenters operated by Telenor. The system contains audio contribution, multiplexer systems, audio encoders and integration of metadata. All components are redundant down to single components and include disaster recovery mechanisms.

**Lars-Peder Lundgren**, Sales Director at Paneda says,

"Following a long process of thorough tests and evaluations by Telenor Norge AS, we are of course pleased that we now have provided a state-of-the-art solution that fulfills all the requirements that have been specified by both Telenor Norge and its customers NENT and Bauer Media. At the same time, the process has contributed to a better system in total with all aspects included. This is a prestigious order for Paneda and at the same time a big commitment, and we look forward to providing our technology"

**Frode Gautvik**, Product Manager Broadcast for Telenor says:

Telenor Norge AS has been seeking a long-term partner for modernization of the DAB core functionality, including the DAB multiplexer Head-End systems. We have been evaluating a solution that can meet the stiff requirements on such systems. We are therefore pleased to have selected, in dialogue with our customers, the Paneda solution. The system is now in operation in our network, providing a scalable, dynamic, stable and futureproof solution for years to come. Telenor has during the project developed a solution of bringing audio **over** IP (AES67) transparent over our MPLS network, to exclude potential degradation of audio quality from studio to the in-house cloud-based encoders and Multiplexers in the core network"

### **About Telenor:**

Telenor Norge AS is Norway's largest provider of telecommunications and digital services. Our infrastructure provides the foundation for Norway's digitalization, with world-class coverage and speeds. Our services and products contribute to increased productivity and provide access to all digital content.

We have 3,400 employees in 23 offices throughout Norway, and are part of the Telenor Group, which has operations in nine countries. Our head office is located at Fornebu in Bærum. Read more about Telenor Norway at [www.telenor.no](http://www.telenor.no)

### **About Paneda:**

Paneda develops and sells DAB+ related equipment internationally. Paneda continues to expand its market shares on the international arena with its DAB+ Head-End range of components, currently having over 100 DAB multiplexers in operation world-wide.