



## Press Release

April 6, 2023

### Bob Orban to Demo AM Power Savings at NAB 2023

Pennsauken, NJ -- AM station operators interested in seeing real-world examples of power savings via transmitters supporting Modulation-Dependent Carrier Level (MDCL) will have an opportunity to do so in real time at NAB Booth W2543, where audio processing legend Bob Orban will conduct live AM power savings demonstrations using WEPN in New York City. In cooperation with Orban Integrator, DNAV, Bob will remotely log into WEPN's Nautel NX50 transmitter to show its 50-75% power savings by using XPN-AM and running MDCL at 6 dB AMC.

"Through extensive testing, we have shown that customers running OPTIMOD XPN-AM processing and MDCL at 6 dB AMC can increase from 3 dB AMC to 6 dB AMC with little impact on fringe coverage," said Orban President David Day. "These significant savings in power bills can pay for the cost of their XPN-AM in a matter of months and a new transmitter in 3 or 4 years. We have customers who have been running XPN-AM at MDCL 6 dB since 2020 in small markets up to the top 10 markets and their combined power savings are probably close to \$1 million."

Orban's OPTIMOD XPN-AM has rapidly become the AM processor of choice in the USA. This product designed for AM and HD operations, works in conjunction with MDCL-equipped transmitters to provide significant power savings while bringing ultra-clean, intelligible audio and loudness to AM transmissions.

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About Orban: For nearly 55 years, Orban has set the benchmark for professional best-in-class audio processing worldwide and continues to provide state-of-the-art audio solutions for large performance venues and content creators as well as radio, TV and Internet broadcasters. Applications include radio and streaming audio processing, loudness measurement and control, multichannel sound audio rendering, and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, Disney, ESPN, FOX, iHeart, NBC, NHK and SKY. Orban Labs' offices are in Pennsauken, NJ right across the river from Philadelphia, PA, San Francisco, CA and Ludwigsburg, Germany. For more information on Orban, please visit our website [www.orban.com](http://www.orban.com), email us [info@orban.com](mailto:info@orban.com) or phone us at 856-719-9900.