



**NEWS RELEASE**

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For immediate release

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## **Orban Begins Shipping XPN-AM With Integrated Nielsen® PPM Encoder**

Pennsauken, NJ - Orban Labs, a worldwide leader in audio processing for AM, FM, TV and Internet broadcasting, announced today that after an extensive field evaluation, Nielsen PPM encoding is now available at no extra charge in Orban's OPTIMOD XPN-AM processor.

Stations now handling Nielsen PPM encoding via XPN-AM include KHTK in Sacramento; KSL-AM in Salt Lake City; KKYX in San Antonio, and WSB in Atlanta. "Orban was a fantastic collaborator in our beta field evaluation test," said Jason Ornellas, Director of Engineering, Bonneville International Corporation-Sacramento. "They provided constant communication and their dedicated team was on hand to ensure that the XPN-AM processor was successful with Nielsen encoding standards."

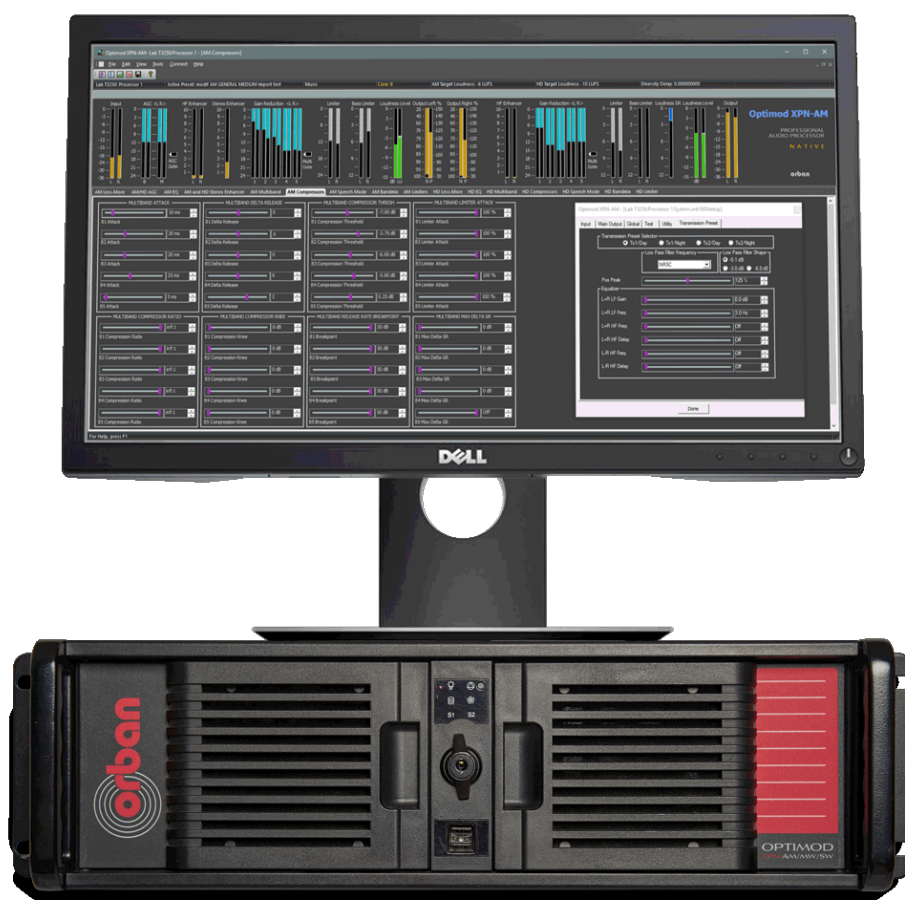
"The XPN-AM processor is a great addition to any AM station; from the ease of the installation to the amazing sound," said Aaron Farnham, Bonneville's Director of Engineering-Salt Lake City. "We are broadcasting HD Radio® AM using MDCL that gives us additional power savings... this processor is literally paying for itself. Having the built-in PPM encoding is great and was easy to implement. It gives you the ability to process and then encode so you don't damage the quality of the encoding."



Aaron Farnham of Bonneville's KSL with the Orban XPN-AM user interface on the monitor and the hardware in the rack to the left.

“We’re pleased to be able to integrate Nielsen PPM encoding to the revolutionary OPTIMOD XPN-AM,” said David Day, Orban’s President. “This processor has already turned heads in the industry with its ability to further lower power bills for stations running MDCL, but more importantly, it sounds great. It takes the genius of Bob Orban to create a processor this effective and versatile, and a fantastic team of Orban engineers to integrate PPM encoding capacity very quickly.”

Existing OPTIMOD XPN-AM customers should contact Orban for information on their free upgrade; new units will ship with the Nielsen PPM encoding on-board.



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**About Orban:** For over 50 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 live 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 surround audio rendering and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, iHeart, NBC, NPO, Mediaworks, Astro, RAI and RTL.

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