

## PRESS RELEASE

### WorldCast Systems brings the first Artificial Intelligence to FM radio

*Bordeaux, France, September 10, 2018 – Immediate Release*

WorldCast Systems, with its Ecreso brand, has a proven track record of industry leadership and innovation in FM transmitters and broadcasting solutions. True to its reputation, WorldCast Systems announces a new breakthrough innovation with SmartFM, the first Artificial Intelligence dedicated to FM radio broadcasting.

After three years of intensive R&D along with field testing and measurement at on-air stations, this worldwide patented technology brings FM radio broadcasting to an unprecedented level of performance and efficiency. SmartFM is engineered to enhance the listening experience, lower energy costs by 10 to 40%, and empower broadcasters to limit their impact on the environment with lower CO<sub>2</sub> emissions.

*“We are very excited about revealing SmartFM to the market after intensive research led by our industry’s experts in radio transmitters! This technology transforms the broadcasting of FM radio, on-air results are unrivalled, and mostly, we can’t wait for our customers to benefit from major energy savings. The future-ready design of our Ecreso FM transmitters enables even our older models to be enhanced with this Artificial Intelligence”, Gregory Mercier, Product Marketing Director at WorldCast Systems.*



SmartFM is the result of WorldCast Systems expertise in FM broadcasting, signal processing, and field measurement. With its Ecreso brand, WorldCast Systems has over 60 years of experience in designing low, medium, and high-power FM transmitters and has equipped approximately 10,000 sites worldwide. It is through the combination of extensive know-how, proven FM transmitter leadership, and market-driven innovation that WorldCast Systems’ team of engineers are able to bring the first Artificial Intelligence to the FM radio market.

SmartFM will be launched at IBC in Amsterdam, September 14-18<sup>th</sup>, booth 8.C58.

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#### ABOUT WORLDCAST SYSTEMS

WorldCast Systems provides high-performing, reliable and innovative broadcast solutions to the Radio & TV industry worldwide, meeting the needs of both large international broadcast networks and small private stations. Its industry leading brands include APT, Ecreso, and Audemat, with an extensive offer including audio codecs and mobile network access for remotes and OBs, FM transmitters, RDS encoding and sound processing, RF signal monitoring, test and measurement. WorldCast Systems is highly committed to environmental performance and actively contributes to sustainable development. Headquartered in Bordeaux-Merignac, France, WorldCast Systems employs around 100 people worldwide, with an R&D center in Northern Ireland and sales offices in the UK, the US, Germany, and India. For more information, visit [www.worldcastsystems.com](http://www.worldcastsystems.com) and follow us on [LinkedIn](#), [Facebook](#), and [Twitter](#).

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