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# Press release

For immediate release  
February 2005

## **Audemat-Aztec innovation bears fruit**

The SIEL was the occasion for Audemat-Aztec to draw up a very satisfying assessment of 2004 and to reveal their 2005 projects.

“Our 2005 ambition is clear” states Bruno Rost, Executive Director of Audemat-Aztec: “we intend to remain the leader in AM and FM monitoring and measuring, and to go full speed into this exciting digital world of radio and TV with the DVB-T”.

### **Radio signal monitoring and expertise**

Audemat-Aztec has been the AM and FM specialist for 25 years.

They have won 9 awards in a row over the last 5 years at NAB; numerous Audemat-Aztec solutions have now been installed for broadcasters, regulation bodies and radio and TV stations in more than 50 countries.

The company is renown in AM and FM signal expertise and measuring, and for broadcast signal quality and continuity monitoring.

Today Audemat-Aztec is able to propose a global solution combining solutions for telemetry as well as AM, FM and TV monitoring solutions, on a transmitter site or/and in a broadcasting area, and managed by unique management software: the Broadcast MANAGER.

This solution integrates the latest tools in present day technology, informing radio and television stations in real time on any major incidents on their signals, thanks to alarm reception on PDA.

## **The digital adventure in radio and television**

For Audemat-Aztec, Digital quite simply means increasing their existing range of products.

Nicolas Boulay, Technical Director, points out: "we are developing all digital standards in both radio and television. Whatever our clients choose – be it DRM, DAB or IBOC – concerning radio, we must be able to bring them a solution."

In concrete terms, Audemat-Aztec will be bringing out IBOC measuring solutions within a few weeks.

2005 will stand out for the DVB-T, GOLDNEAGLE DVB-T's first deliveries being forecast for next June.

"Even if FM radio is still our passion, we are now experts in monitoring for all Broadcasting, both Radio and Television", adds Bruno Rost.

## **2004**

Audemat-Aztec's turnover for 2004 was 5,2 M EUR; Profits are healthy and represent 9% of the turnover. Export is rising and represents now two thirds of the company turnover.

Our American turnover has multiplied by 4 over the last two years and the company is now widely known in the USA, thanks particularly to its RDS encoding solutions.

Audemat-Aztec opened a sales agency in Singapore in June 2004 and wishes to consolidate this success in Asia.

## **Audemat-Aztec company profile**

Audemat-Aztec (<http://www.audemat-aztec.com>) is a world-wide pioneer in developing and manufacturing high tech equipment for radio and television broadcasting networks.

Worldwide leader in RDS encoding, the company is renowned for its innovating solutions, in both audio expertise and measuring as well as in AM, FM and TV.

Headquartered in France – Bordeaux – Audemat-Aztec is also represented in USA – Miami – and in Asia – Singapore.

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