Factum demonstrates the latest at IBC 2010

Factum Electronics, world-leading supplier of equipment for DAB and DAB+ digital radio and DMB digital multimedia broadcasting, will demonstrate its latest products and features at the IBC 2010 exhibition in Amsterdam:

Factum DAB System 6.0

The latest DAB headend technology fine-tuned to meet the increasingly complex market requirements:

- EDI Ready
- Improved handling of STI-C over public IP links
- Full Support for DMB Radio (DMB-A)
- Additional support for CA
- Graphical overview of all connections and setup

- All system components are now controlled and set up from a single setup tool
- Additional wizard for configuration setup
- Improved redundancy handling for IP-links with packet losses

New upgraded multimedia interface

The world's most deployed DAB data broadcasting server has been completely re-engineered:

- New API implemented using SOAP, which enables easier development of new applications.
  It includes "wsdl" project file and Programmer's Guide
- Support for setting user rights for each data service, which enables secure sharing on one centralized data server
- Improved handling of background loops, e.g. using station names as fallback DLS, whilst supporting "Alarm on no content"

- UECP support
- DL Plus (DL+) support
- RSS support, grabbing RSS feeds over Internet and converting to DLS
- Support for reading XML/textfiles for DLS, with dynamic update
- Improved Slideshow Compiler, dynamically detecting new/deleted/updated pictures in an folder

NTP synchronization

NTP time synchronization provides an accurate and cost effective alternative to using GPS:

Data rates can now be synchronized using NTP, thus eliminating the need for 10MHz synchronization. Factum's solution guarantees artifact free audio due to the use of high quality time varying sample rate conversion, as opposed to more rudimentary solutions with simple interpolation or discarding of individual samples.

5.1 surround sound

DAB Surround is stereo receiver compatible 5.1 Surround Sound for DAB Classic, DAB+, and DMB, based on the ISO MPEG Surround standard:

MPEG Surround delivers a high-quality surround sound experience to the listener. It is also cost-efficient to broadcasters, as it only requires normal stereo bit-rates. The MPEG Surround standard is perfectly suited for digital broadcasting systems such as DAB+.

DAB Surround opens a new dimension for radio listening:
- Radio plays
- Sports reports (recorded/edited in 5.1 anyway for TV)
- Advertisements
- Station jingles
- Classic music
- Pop Concerts

Orban integration

As an add-on option to the existing Factum Audio Encoders, Factum and Orban now also offer built-in audio processing using the well-reputed Factum MAP250E and Orban 1101 PCI card, in order to optimize Digital Radio mastering and streaming. The 1101 is fully DSP based and handles all the processing on board. No more need for external devices to achieve perfect audio optimizing.

The IBC 2010 exhibition takes place in Amsterdam between the 10th and 14th of September 2010. To book a demonstration, please contact Lars- Peder Lundgren, Support Manager, +46 0709 29 80 38 or support@factum.se.

About Factum

Factum Electronics AB (www.factum.se), a wholly owned subsidiary of Effnet Holding AB (First North Nasdaq OMX: EFFN, www.effnetholding.se), is a world leader in the areas of DAB (Digital Audio Broadcasting), DAB+, DMB (Digital Multimedia Broadcasting), and NICAM, digital stereo sound for television broadcasting. Factum Electronics develops and sells system solutions for signal encoding, decoding, and processing and serves professional broadcasting customers in more than 40 countries. Additionally, Factum Electronics develops and sells middleware for receiver chip manufacturers and test & monitoring equipment.