



## **PRESS RELEASE**

### **ENCO Announces PADapult™ VS with Voice Synthesis Targeted for Automatic Voice tracking on HD Multicast Channels**

Southfield, Michigan, April 16, 2007: ENCO Systems Inc., a leading worldwide provider of Digital Audio Delivery Systems for television and radio broadcasters, today announced addition of text to voice synthesis in their PADapult data delivery program. PADapult was introduced in 2005 as a vehicle to enable broadcasters a means of fully automated or manual delivery of program metadata such as artist and title information as HD Radio Program Service Data, RDS encoders and other information displays. Along with HD Radio's digital audio signal, or Main Audio Program (MAP), there's also a text stream embedded in the carrier wave. This Program Service Data (PSD) consists of metadata and gives land-based stations capabilities similar to satellite radio services. Text scrolls across the front of the receiver's LCD panel. Song and artist information and station ID are standard content, but the PSD can also include traffic and weather updates or other information the station provides — even commercials.

PADapult with Voice Synthesis opens the door to exciting new applications of program metadata. Fully unattended playout on auxiliary channels can now include spoken artist, title, station ID or other information automatically generated from the metadata, thereby eliminating the need for human interaction in the form of pre-recorded announcements. Other applications can include traffic, weather and sports updates and provide the advantage of incorporating this information in audio form which does not require the listener to read the information from their radio display. Textual output is still fully supported and can be used in conjunction with the speech synthesis features.

Eugene Novacek, President of ENCO said: "ENCO has been datacasting in one fashion or another for years and we recently enhanced PADapult to allow customers to very easily create Program Service Data for HDRadio. We have also pioneered a number of projects with speech technology. We discovered that customers are looking for an effective means to explore the many program options for their supplementary multicast channels supported by HD Radio. It was a natural fit to apply our speech technology knowledge to this problem. We found that creating an automated process to add information that is typically voice tracked, without human interaction, presents a compelling approach for cost efficient utilization of the new multicast channels".

PADapult VS is available as an add-on module for DAD users or as a stand-alone version for users who do not have DAD systems.

PADapult VS is available now.

#### **About ENCO ( [www.enco.com](http://www.enco.com) )**

ENCO Systems is a leading provider of Digital Audio Delivery Systems for demanding television and radio organizations worldwide. ENCO is headquartered in Southfield, Michigan with offices in Minnesota, South Carolina, India and the United Kingdom and retains distributors throughout the world.

*For further information on ENCO Systems, Inc. contact Neil Price, Vice President of Marketing, ENCO Systems, Inc., 29444 Northwestern Highway, MI 48034 USA Tel: 800-362-6797 or 248-827-4440 Fax: 248-827-4441 or e-mail: [price@enco.com](mailto:price@enco.com). Additional information about ENCO is available on their website: [www.enco.com](http://www.enco.com).*

Authorized For Immediate Release, April 16, 2007

###