



PRESS RELEASE

ENCO Systems Wins Radio World “Cool Stuff” Award for iDAD App for Apple iPad and iPhone

Southfield, Michigan, April 20, 2010: **iDAD** and **interchange**, manufactured by ENCO Systems Inc., is the recipient of the radio broadcast industry’s most prestigious technology honor, the *Radio World* “Cool Stuff” Award, given by a panel of expert engineering judges at the 2010 NAB Show in Las Vegas.

Radio World’s “Cool Stuff” Award-winning products, announced by U.S. Editor in Chief Paul J. McLane, are selected each year by a panel of radio broadcast engineers as notable for their design, features, cost efficiency and performance in serving radio broadcast users. The winners will be featured in *Radio World*, which is read by thousands of broadcast professionals in the United States, around the world and online.

Only a small number of products were chosen for the *Radio World* “Cool Stuff” Awards from among the hundreds, if not thousands, of new products on display at the convention.

iDAD features the ability for news reporters and announcers to record, label and then send audio from the mobile device directly to their DAD or Presenter automation systems for timely playback. **iDAD** also features a remote control function which allows control of the DAD or Presenter system from the mobile device using a simple array of eight buttons representing various user definable functions. **iDAD** runs on the Apple iPhone and iPad and works in conjunction with ENCO’s **interchange** network appliance allowing secure access to the DAD network from the outside world.

Eugene Novacek, President of ENCO Systems said, “We’re proud to have won another Cool Stuff award from *Radio World* at NAB this year. It is truly an honor to be honored by the group of broadcast engineering professionals that choose the ‘Radio World Cool Stuff’ award.”

“This follows our two recent ART awards for best automation, best Internet technology and Radio Magazine NAB Pick Hit, and we’re delighted to have been the first to announce an app for the new iPad”, said Don Backus, Vice President of Sales & Marketing for ENCO Systems. “**iDAD** and **interchange** will offer stations a set of powerful tools to serve their audiences and offers us a platform to offer even more value to our thousands of DAD and Presenter users around the world.”

iDAD is available for the iPhone and iPad through the Apple iTunes App Store and is a no-charge application that will work exclusively with ENCO’s DAD and Presenter using the **interchange** network appliance available separately from ENCO.

ENCO Systems (www.enco.com) 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 India and retains distributors throughout the rest of the world.

Radio World (www.radioworld.com) is the definitive information resource for radio managers and engineers, covering technology, industry news, management techniques, applications-oriented engineering, production articles and new product information. *Radio World* is published by NewBay Media LLC, the world’s leading publisher of pro broadcast, audio and video publications.

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Authorized For Immediate Release April 20, 2010.

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