



PRESS RELEASE

ENCO Systems Introduces iDAD App for Apple iPad and iPhone

Southfield, Michigan, January 27, 2010: ENCO Systems Inc., a leading worldwide provider of Digital Audio Delivery Systems, today announced the release of **iDAD**, a companion mobile application for the ENCO DAD and Presenter audio automation studio systems. The initial release of **iDAD** is targeted at the iPhone and the new iPad tablet computing device introduced today by Apple Inc.

iDAD will feature the ability for news reporters and announcers to record, trim and tail, label and then send audio from the mobile device directly to their DAD or Presenter automation systems for timely playback. **iDAD** will also feature a remote control function which will allow control of the DAD or Presenter system from the mobile device using a simple array of buttons representing various user definable functions. ENCO will be adding more functionality to **iDAD** in coming months.

Eugene Novacek, President of ENCO Systems said, "We developed and demonstrated remote control on mobile devices many years ago, but it was the power and acceptance of devices like the iPhone along with increased available bandwidth that have allowed us to market a truly useful app providing the simplicity and functionality that ENCO users expect. With today's introduction of the Apple iPad, we believe that the value of our **iDAD** app will be even greater. For remotes, news updates, sports updates or any number of on-location situations, **iDAD**, combined with our DAD or Presenter, will make it easier for stations to be more local and responsive than ever. We expect to expand the market for **iDAD** in the future as we support additional mobile platforms."

"This follows our two recent ART awards for best automation, best Internet technology and Radio Magazine NAB Pick Hit, and we're delighted to be the first to announce an app for the new iPad", said Don Backus, Vice President of Sales & Marketing for ENCO Systems. "**iDAD** 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 will be available for the iPhone and iPad in March through the Apple iTunes App Store and will be a no-charge application that will work exclusively with ENCO's DAD and Presenter.

About ENCO (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 Nashville, South Carolina, and India and retains distributors throughout the rest of the world.

For further information on ENCO Systems, Inc. contact Don Backus, Vice President of Sales and 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: sales@enco.com. Additional information about ENCO is available on their website: www.enco.com .

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