



## ***PRESS RELEASE***

### **ENCO Offers Tools for Datacasting, Podcasting and Multicasting**

Southfield, Michigan, April 18, 2006: ENCO Systems Inc., a leading worldwide provider of Digital Audio Delivery Systems, has packaged a set of DAD® options designed to meet the challenges of today's changing radio broadcast medium. These DAD features enable the easy development, distribution and storage of multiple streams of audio and/or data from a single DAD application. DAD capabilities facilitate meeting new demands placed on broadcasters from changing technology and rapid acceptance of new program delivery vehicles. DAD's ENCORE option enables broadcasters to quickly develop webcasting formats to supplement streaming audio to the worldwide web. Supporting quick and easy distribution of data, including cut information (artist, title, etc.) to an IP address or RDS encoder, ENCORE's rich set of XML tools make it easy to link artist web sites, or even ecommerce sites for selling featured music or other products online.

DAD's robust archiving and library management tools simplify the task of making podcasts, on-demand content and multicast streams quickly available. A single DAD application supports up to 18 simultaneous automation applications such as, multiple playbacks or on-air assist, and addresses new broadcast requirements for multicasting, whether in support of HD audio/data streams, separate stations or separate media.

According to Gene Novacek, ENCO president, "From the beginning we have strived to incorporate outstanding connectivity and flexibility in DAD with an eye to the future. Our customers are now drawing on these capabilities to meet the challenge of delivering high quality radio programming across a variety of delivery methods coupled with new needs for data transmission and even device interactivity."

DAD's web streaming, playback state and XML functionality is bundled in DAD's ENCORE option available now. Multicasting and podcasting capabilities are included as standard DAD features and are also available now.

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 California, Minnesota, South Carolina, and the United Kingdom and retains distributors throughout the world.

High resolution image available at: [www.enco.com/new/MediaImages.htm](http://www.enco.com/new/MediaImages.htm)

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DAD is a registered trademark of ENCO Systems Inc.