

PRESS RELEASE

WorldCast breaches a new milestone in TCO with a next generation Ecreso FM transmitter

Showcasing for the first time at IBC

Bordeaux, France. August 2022 (embargoed until August 23rd) - WorldCast Systems, a leading global supplier of radio broadcast solutions, announces the launch of a new generation of Ecreso FM transmitters. The first of its kind to hit the market, the new **Ecreso FM 1kW from the AiO Series** will launch at the IBC Show.

Ecreso is a field proven, award-winning FM transmitter brand that has been on the market for over 60 years. Building upon the company's deep understanding of the market and technical expertise, the new Ecreso FM 1kW is proof that aligning cutting-edge innovation with the best Total Cost of Ownership is possible.

In the compact form of a 2U FM transmitter, the Ecreso FM 1kW delivers the highest efficiency on the market. In its standard operations, broadcasters benefit from up to **76% efficiency** (AC to RF) and when the patented **SmartFM** technology is activated, they can further **reduce their energy consumption by up to 40%**. With the soaring price of electricity and growing environmental concerns, Ecreso FM 1kW offers reliable performance that also contributes to energy savings and the de-carbonization of FM transmission.

Easy migration to an all-IP broadcast chain

A specificity of the Ecreso range is the level of built-in software features, enabling a more seamless operation with less separate equipment; these include a 5-band sound processor, a stereo encoder, and **new full RDS and UECP capabilities**.

Drumroll... the major innovation with the AiO Series is the bringing together of Ecreso technology with APT codec technology. What does this mean? **Broadcasters can now benefit from an embedded APT IP Decoder**. This unique software feature directly ingests Audio over IP to the Direct to Channel Digital FM Modulator and is compatible with both SureStream and APTmpX, the unrivalled MPX compression algorithm. This unique innovation represents an immense advancement in FM transmitter design; it brings high added-value to broadcasters looking to modernize their network with a transition to an all-IP broadcast chain.

Rock solid design, easier maintenance and monitoring

A new RF planar design, a state-of-the-art swappable power supply, and a removable fan from the front panel make the new Ecreso FM 1kW highly robust and easy to maintain - key factors in ensuring the lowest operating costs. For remote configuration, monitoring, and network management, Ecreso FM 1kW includes a user-friendly web and mobile GUI, SNMP support, and cloud monitoring with Kybio, another complimentary WorldCast software.

"Our mission is to provide our customers with the most advanced solutions that reduce their operating costs while supporting them in delivering the best FM service to their listeners. With the new AiO Series, we have breached a major milestone for achieving the lowest Total Cost of Ownership in FM transmission," said David Houze, Ecreso Product Manager at WorldCast Systems. *"As with all our Ecreso transmitters, the new AiO series is backed with a 10-year warranty."*

Worthy successor to the current transmitter range, the new AiO series is the perfect solution to install in existing broadcast networks as well as to deploy on new IP based broadcast infrastructures.

The Ecreso FM 1kW will be showcasing at IBC, September 9th-12th at booth 8.C58. To learn more or book a meeting, contact [WorldCast Systems](mailto:c.fourgeaud@worldcast.group).

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