

PRESS RELEASE

## WorldCast announces Germany as the first country to massively roll out SmartFM, taking action to reduce energy costs and carbon footprint

**Bordeaux, France. October 2022 (immediate release)** - WorldCast Systems, a leading supplier of radio broadcast solutions, announces the large-scale rollout of SmartFM in Germany. This worldwide patented technology enables broadcasters operating Ecreso transmitters to **reduce their energy consumption by up to 40%**. This rollout, representing **800 FM transmitters by the end of 2022**, is a major step towards the decarbonization of FM broadcast in Germany.

With nearly 2000 Ecreso FM transmitters sold to the country, nearly half of them are operated by UPLINK Network GmbH. By the support and trust of UPLINK, and several radios operated by them including public radios such as Deutschland Radio, RBB, WDR and NDR, SmartFM is currently being deployed on UPLINK's entire park of Ecreso transmitters.

The deployment is being phased out progressively, with a launch earlier this year and continuing until December. The first group of users already confirm a consistently positive field performance with SmartFM in terms of energy savings, with no impact on audio quality and coverage.

"Germany is renowned for their rigorous selection process, which makes this a resounding success for our teams - and we hope, for the entire radio industry. For Uplink, the trigger was to broadcast with a greener solution while ensuring optimal quality," said Christophe Poulain, Co-President of WorldCast Systems.

"We are pleased to be able to take this important step in energy saving together with WorldCast Systems. As Germany's largest broadcaster, it is particularly important to us to successfully support our customers with innovative saving options such as SmartFM without loss of quality. An efficient process that saves energy, reduces costs and protects the climate," says Thomas Weiner, COO UPLINK Group.

In addition to reducing CO<sub>2</sub> emissions by up to 40%, SmartFM in parallel drives down electricity bills. "With the alarming rise in electricity costs, especially across Europe, **SmartFM can be a lifesaver for broadcasters who are looking to reduce their bills**; we are talking about hundreds or thousands of euros of yearly savings, depending on network size, transmitter power range, and program content," continued Christophe Poulain.

SmartFM represents a modern way to broadcast in line with today's challenges and concerns, as well as with the high expectations of broadcasters and their audiences. In regards to global warming, the broadcast industry is a high energy consumer and efforts must be focused on designing products and technologies that enable the lowest footprint possible; and broadcasters should be active participants in selecting sustainable solutions. On a business/economic level, many broadcasters are submitted to tight budgets but exponentially growing expenses. SmartFM meets both these environmental and economic challenges.

Built into Ecreso FM transmitters, broadcasters can benefit from SmartFM through a software license model, which begins by activating a free 3-month trial.

Learn more on [SmartFM here](#) and [book a meeting](#) for a custom study and savings calculation.

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Photo legend: Thomas Weiner, COO, UPLINK Group