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**PRESS RELEASE**

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**Jünger Audio Shows High Quality Audio Processors At NAB 2017**

*These include natural sounding products for loudness control, audio monitoring, metadata management and Dolby® decoding, encoding and transcoding.*

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**Berlin, Germany. March 6<sup>th</sup> 2017:** Digital audio specialist Jünger Audio will be present at two locations at NAB 2017 – on its own booth in North Hall (**N4831**) where the focus will be on Smart Audio Solutions, and on its US distributor Independent Audio's booth in Central Hall (**C3036**), where the focus will be on audio processor hardware.

"This is the first time that we have represented Jünger Audio at NAB and we are delighted to feature the company's high quality audio processing, monitoring, codec and loudness management products on our booth," says Fraser Jones, president of Independent Audio. "They are a perfect fit for our existing product mix, which includes many high end professional audio product lines such as CEDAR, Sonifex, Merging Technologies, Thermionic Culture and Audio Developments."

While Independent Audio will concentrate on presenting the company's processor products, Jünger Audio's own booth will highlight Smart Audio, which encompasses effective, high quality and possibly automated audio production, particularly in live broadcast and production environments.

Smart Audio means investing in complementing, reliable and future proofed equipment that can deliver audio content, in automated as well as non-automated workflows, while continuously maintaining the high quality that consumers rightly expect. The concept has already been adopted by broadcasters, including Input Media in London and the ARD Tagesschau television prime time news service in Germany and Sky Sports.

At NAB, Jünger Audio will show its full range of loudness control and audio processing solutions for the broadcast and pro audio industries. The company will

demonstrate each processor's capabilities via web server technologies and specific user interfaces on a computer.

"Today everybody expects and requires high quality digital media at all times," says Peter Poers, CEO of Jünger Audio. "However, broadcasters are reluctant to invest resources on simply improving audio quality. The Smart Audio concept not only guarantees a predictable, high quality performance, but also offers a remarkable increase in efficiency for the production and post-production processes. By using our Smart Audio adaptive algorithm solutions, we can deliver high quality sound in a very efficient way with minimal requirement for manual control or intervention from an operator. This is of interest not only for broadcast applications, but also for new services like remote production and live streaming. These, too, will benefit from Smart Production Technologies in general and from Jünger Audio Smart Audio as dedicated part of this trend."

Alongside intelligent and adaptive processing algorithms, the introduction of Smart Audio also allows broadcasters to choose devices that are fully interoperable with others in the broadcast environment and can seamlessly integrate with both playout automation systems and logging and monitoring processes.

Jünger Audio will be showing its full range of **D\*AP** products, all of which incorporate a collection of adaptive processing algorithms. They also employ the industry standard Ember+ remote protocol that allows seamless integration with an increasingly wide range of compatible equipment. The range includes natural sounding products for loudness control, audio monitoring, audio conditioning & metadata management and Dolby® decoding, encoding and transcoding. Among them are the **D\*AP8 MAP EDITION** surround monitoring audio processor; the **D\*AP8 CODEC EDITION** processor that provides a viable replacement for any discontinued legacy Dolby® hardware processors; the **D\*AP4 VAP EDITION** two channel voice audio processor and the flagship **D\*AP8 TAP EDITION** television audio processor, which ensures consistency of loudness and sonic "character" across multiple programme sources.

For more information about Jünger Audio's Smart Audio solutions please visit the company at NAB - Booth **N4831**, or visit [www.junger-audio.com](http://www.junger-audio.com)

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### **About Jünger Audio**

Established in Berlin in 1990, Jünger Audio specialises in the design and manufacture of high-quality digital audio dynamics processors. It has developed a unique range of digital processors that are designed to meet the demands of the professional audio market. All of its products are easy to operate and are developed and manufactured in-house, ensuring that the highest standards are maintained throughout. Its customers include many of the world's top radio and TV broadcasters, IPTV providers, music recording studios and audio post production facilities. [www.jungeraudio.com](http://www.jungeraudio.com)