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Barix Announces Availability of Low-Latency Ad Insertion Solution for Radio Broadcasters at IBC2009

Hosted ad insertion solution gives radio networks and broadcasters a cost-effective, IP-based alternative to customize individual feeds

ZURICH, SWITZERLAND, August 31, 2009 — Barix AG, a pioneer in IP-based audio, intercom, control, and monitoring, will introduce its solution for local ad insertion at the upcoming IBC show (RAI Exhibition Center, September 11-15, Booth 8.A38 IN Hall 8). Developed in partnership with StreamGuys and MOH Technologies AG, the solution provides radio networks with an effective toolset to deliver syndicated programming with individual advertisements, promos, jingles, station IDs and other content to local affiliates.

Barix first introduced the solution to the retail industry about 18 months ago, where chain stores are using the system to deliver targeted in-store ads and messages to specific branches and/or departments. The solution has been optimized for very low latency and further simplified for the radio industry, allowing broadcasters to trigger local content for affiliates during specific ad slots via a simple web browser. The new, updated version of MOH Technologies' Adiosys server-based middleware now uses Barix' unique BRTP real-time streaming technology to minimize latency for local broadcasters — as low as 200-500 milliseconds end to end over a standard ADSL connection.

The complete solution has very minimal hardware requirements. A single, low-cost Barix Exstreamer 100 device is required at each affiliate to receive and decode the (high-quality) individualized stream, which can then be further processed or directly broadcast via terrestrial or cable systems. StreamGuys, a streaming media and content delivery network, hosts the Adiosys middleware and designed the simple user interface to upload, manage and schedule ads and other content. Networks or affiliates can upload files and assign destination sites using simple, standard pull down menus. For the absolute lowest latency, a Barix Instreamer real-time audio encoder is recommended at the source, but any solution providing an RTP stream as per specification will work.

“The most immediate benefit of the combined Barix/MOH/Streamguys offering is the ultra-low cost, eliminating costly hardware expenses and monthly satellite fees,” said Barry Klein, Senior Sales Executive for StreamGuys, Inc., and chief designer of the StreamGuys user interface. “Setup and hardware costs are less than a typical monthly fee of a competing solution, and the



customer is up and running within hours after ordering the service and setting up the Exstreamer. On an operational level, Adiosys offers a more creative platform for broadcasters to customize and target spots that best serve local affiliates.”

The Barix Exstreamer at the affiliate authenticates and subscribes using a standard internet connection to the Adiosys server and receives an individualized stream with seamless insertions of local content. Operator intervention at the affiliate side is not required; affiliates can place the Exstreamer at the studio, the transmitter or the cable headend depending on the broadcast workflow architecture. However, live operators at any location worldwide with internet access can connect to the server at any time to add files, make changes and fine-tune content.

“The Adiosys solution, now with our unique, firewall-friendly low-latency technology, provides a very professional, flexible and low-cost solution not only for In-store Audio applications, but also for radio syndication,” said Johannes G. Rietschel, CEO and Founder of Barix AG. “The minimal hardware needs and server-based operation eliminates costly upfront installations. Content is always up-to-date, and content management is simplified as only one copy of the content needs to be stored at a centralized location. Broadcasters can also rest easy as setup is minimal: StreamGuys sets up the architecture, integrates the software and hosts the service. The Exstreamer requires only a dynamic IP address and a reliable network connection at the affiliate side.”

The Exstreamer also enables redundancy through recognition of secondary and tertiary audio streams, and the ability to trigger a local backup feed or play out content from a USB flash drive if the server connection is temporarily offline. New affiliates can be added on short notice with little effort and at low cost, with the Exstreamer starting at €180 list price (Europe)

About StreamGuys, Inc. (www.streamguys.com)

In business since 2000, StreamGuys, Inc. offers a variety of streaming media solutions and tools enabling superior quality delivery and monetization of digital media. Through devout dedication to improving the customer experience, StreamGuys has enjoyed continued success across all sectors of Internet broadcasting. Headquartered in Northern California, they currently serve a base of over 600 clients worldwide, including such companies as Cisco, CIA, NBC Universal, NASA, New Balance and broadcasters such as WNYC, KQED and Chicago Public Radio. Visit www.streamguys.com for more information on their products and services.



About Barix AG (www.barix.com)

Barix AG, headquartered in Zurich Switzerland, specializes in research and development of state of the art IP based communication and control technology. Barix products are stand-alone and able to remotely connect worldwide over standard networks / Internet offering new and improved solutions to the professional audio distribution, communication and automation industry. Barix products provide solutions in audio over IP (audio distribution and monitoring, communication, security) and automation (remote controlling, monitoring and maintenance).

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