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StreamGuys and Orban Bring Internet Radio Ecosystem to Life

Complete suite of services gives radio broadcasters an affordable multiplatform alternative

LAS VEGAS, April 7, 2014 (2014 NAB Show, Orban, Booth N5006) — StreamGuys and Orban have joined forces to bring an affordable turnkey streaming service to market that addresses the complete internet radio ecosystem. The service will help broadcasters cover the entire media landscape of where audiences exist today — and effectively monetize streams to accelerate return on investment.

The new StreamGuys/Orban solution allows broadcasters to use the entire turnkey package, or choose the elements they need today with options to scale moving forward. The overall solution emphasizes reliable content delivery and business growth regardless of how many services a particular broadcast requires — ensuring that independent radio stations and large network operators receive equal attention while establishing and growing an online identity.

“Broadcasters need to provide online and mobile audiences with a high-quality user experience while generating new revenue streams and controlling costs,” said Kiriki Delany, president, StreamGuys.

“StreamGuys and Orban are combining historical strengths to ensure a robust and revenue-generating streaming service customized to each broadcaster’s requirements.”

The complete collection of services address the entire content lifecycle, including front-end processing and multiplatform content delivery to ensure quality of service; as well as business software and playout tools to build audiences and drive revenue opportunities.

- **Process:** Orban’s highly efficient audio processing products prepare broadcast signals for multiplatform delivery, retaining optimal signal integrity while encoding metadata-rich streams into multiple formats – making an exceptional user experience possible across any consumer device.
- **Deliver:** StreamGuys’ cloud-based streaming architecture reliably streams live and on-demand content to the web, mobile and in-car devices, internet radios and OTT media players.
- **Monetize:** Dynamic, server-side ad insertion technologies help broadcasters reliably target audiences without complex integrations, while subscription services from StreamGuys enable

broadcasters to generate revenue through special content — with rock-solid conditional access protection.

- **Play:** The latest HTML5 and Flash player options ensure audiences can tune in from anywhere — including tablets and smartphones — while rich mobile apps drive deeper engagement with listeners.

The complete solution also ensures compatibility with industry-leading automation systems to enhance content management and reporting across multiple streams. Additionally, the solution incorporates a variety of reporting and analytics tools to help broadcasters understand global audiences, research trends and pinpoint potential growth opportunities.

“Collectively, the Orban and StreamGuys turnkey streaming service brings world-class broadcast technology into the streaming media universe, ensuring that broadcasters achieve the same premium quality and business opportunities they do with their over-the-air services,” said C. Jayson Brentlinger, president and CEO, Orban.

About StreamGuys, Inc.

In business since 2000, StreamGuys is a provider of audio and video streaming toolsets and services. The company has a reputation for outstanding customer service, a robust and reliable network, and competitive rates. More than 600 clients worldwide, across many industries, depend on their mission-critical service. Projects include serving as the technology backbone for live streaming/podcasting for top public broadcasters such as New York Public Radio, WAMU Washington D.C., KQED San Francisco and WXPB Philadelphia; live video events for major auto racing circuits and the British Royal Wedding; audio streaming for government entities such as D.C. Court of Appeals, U.S. Army, and the National Science Foundation; mobile video content for Cisco Systems; and IPTV content for international broadcaster ABS-CBN.

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