

China's Top Revenue Producer Processes With Omnia

16 June 2003, Cleveland Ohio, USA

Continuing a trend increasingly seen among the world's top radio stations, Radio Beijing, the leading local broadcaster in China's capital city, has upgraded their on-air signal to Omnia audio processing.

Operated by Beijing Radio, Film & Television Group (China's largest commercial media group), Radio Beijing (also known as Beijing Music Radio, or BMR) was established in 2001 and has quickly become the top revenue-generating radio station in China. Beijing Radio (www.bmr.com.cn) provides news and entertainment as well as English-language programming.

"As the 2008 Olympics approach, English-language radio programming has become very popular in China," says Clement Choi of Digital Media Technology Ltd. (www.dmtpro.com), China's Telos / Omnia representative. "Radio Beijing wanted their on-air processing to sound as clean and loud with spoken-word programs as with music, so they chose Omnia-6fm."

"More and more, we see the foremost radio stations in the world's top markets upgrading to Omnia," comments Frank Foti, President of Omnia Audio. "The consensus seems to be that Omnia's power and flexibility is just what these leading stations want to craft the competitive, signature sound that sets them apart from the crowd."

Omnia processors are the choice of more than half of the Top 100-rated radio stations in the U.S. Internationally, Omnia processors are used by leading broadcasters such as Virgin Radio, NRJ, The BBC, Deutsche Telekom, RTL and Skyrock.

Omnia-6 audio processors are the world's first broadcast audio processor with 96kHz sampling and 24-bit resolution. Features include 5 bands of Automatic Gain Control, 6 bands of limiting and a fully user-adjustable crossover network. For details, please visit www.omniaaudio.com.



Omnia-6fm
from Omnia Audio

(You can download a print-quality version of this photo at <ftp://ftp.telos.cc/omnia/pix/Om6xrgb.tif>)

Omnia, a Telos company, is world-renowned for its digital audio signal processing expertise. Omnia audio processors for FM, AM, TV, HD Radio & DAB, Internet, and audio production are setting new standards for professional audio quality.