

FOR IMMEDIATE RELEASE

ENCO Introduces enCloud Suite for Mobile Journalism, Remote Production and Control

Company's innovations for field reporting, studio contribution and streaming, including new iDAD-Live application, align under single product family

Southfield, MI, March 22, 2016 – ENCO has been at the forefront of innovation for field reporting and studio contribution in radio broadcasting, introducing a series of applications over the past few years to bridge mobile journalism and remote production with facility-based radio automation. At the 2016 NAB Show (April 18-21, Las Vegas Convention Center, Booth N2518), the company is bringing these innovations together under its newly branded enCloud family.

The enCloud family essentially lays the foundation for future expansion of ENCO's mobile and browser-based tools, which today includes remote voice tracking for off-site audio production, remote content manipulation, remote control, and flexible iOS and Android apps to simplify live newsgathering and contribution from the field. At NAB, ENCO is adding its new iDAD-Live application to the enCloud suite, which allows journalists to stream audio from their iOS device, in real time, to their DAD automation system for playout.

"We continue to introduce new programs and applications that integrate with ENCO DAD radio automation workflows based on customer requests and industry trends," said Ken Frommert, General Manager, ENCO. "The unifying element is making sure that these tools are accessible for our customers in the cloud, from any connected location outside of the studio. The enCloud suite represents an important growth area for ENCO well into the future."

At NAB, ENCO will emphasize mobile journalism at its booth, with demonstrations of its iDAD and enDroid applications. These apps allow news reporters and announcers to record, label, transport, and now even stream audio directly to ENCO automation systems, with ENCO's Interchange utility enabling a secure connection between the two worlds. Further emphasizing ENCO's leadership in this segment, ENCO Broadcast Automation Specialist Paul Stewart will serve as a panelist for the Mobile Journalism, taking place Monday at 1pm at the NAB Show Studio 1 production facility in the Grand Lobby of the Las Vegas Convention Center.

ENCO will also demonstrate its web-based Remote Voicetracking software as part of its DAD radio automation exhibit, showing how broadcasters can voicetrack programs from around the world using a web browser (Windows/MAC), iPad, or PC without a VPN requirement. Additionally, ENCO will demonstrate its growing array of mobile tools, including remote control via an iPad or

Apple Watch, and the new iDAD-Live application. ENCO's latest Weblib2 application will also be on display, which provides direct browser based access to playlists and libraries, and allows staff to easily modify, upload, download and audition new and existing content.

About ENCO

Founded in 1983, ENCO Systems is a world leader in playout and automation solutions for demanding radio and television organizations. ENCO is headquartered in Southfield, Michigan USA and retains a worldwide distribution network. For more information, please visit:

www.enco.com.

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