

TECHNOLOGY REPORT

## Omnia Applies Expertise to DRM

By Frank Foti

**CLEVELAND, Ohio** Omnia-3DRM is the world's first and only precision digital audio processor designed specifically for DRM.

Our DSP experts and audio engineers have optimized specific algorithms in the Omnia-3DRM for this new transmission medium. It is designed to provide clarity, intelligibility, presence, and spectral consistency.

### Immediately noticeable

The quality of DRM audio is exceptional, and the improvement when compared to analog AM is immediately noticeable. With Omnia-3DRM, you will be able to take advantage of these technological breakthroughs and achieve maximum impact with this new broadcasting system.

In addition to our industry-leading expertise in the area of audio processing; Omnia Audio's sister company, Telos Systems, is a world leader in compression technology.

As a result, Telos and Omnia have a wealth of experience in the science of optimizing audio for use with bit-reduced codecs.

We introduced the use of DSP for radio broadcast applications, led the way with MP3, pioneered Low-Delay MPEG AAC and helped refine the algorithms used in AAC-SBR. (This is the same AAC technology used in the DRM system.)

We understand that low bit rate audio compression schemes such as AAC pose

unique challenges to audio. This puts Omnia audio in the unique position of understanding how to utilize processing, as a tool, to work together with AAC coded audio.

### Knowledge, experience

This will insure the highest broadcast quality. After all, we've been in the coding and processing business for almost

the audio signal on a frequency dependent basis to reduce artifacts.

The result: DRM stations are able to maintain a "signature sound" — consistent, well defined, clean, and clear.

Omnia-3DRM provides the entire feature-set that the Omnia-3 family is already known for ... and at an exceptional price!

Powerful, user-friendly, and full-fea-



The Omnia-3DRM

20 years. With this knowledge and experience, Omnia has developed processors exclusively for the special needs of DRM.

Omnia achieves the highest quality audio processing for DRM by utilizing proprietary methods to condition the audio signal prior to encoding. This reduces perceived artifacts included by the transmission system.

Omnia employs a unique analysis algorithm that is modeled around the masking curve of a coding application. This allows Omnia processing to adjust

tured, Omnia-3DRM will capture listeners quickly with the power, clarity, and quality that have made Omnia processors the choice of top rated radio stations throughout the world.

■ ■ ■

*Frank Foti is president of Omnia Audio.*

*For information from Omnia Audio, contact Mary Ann Seidler in Ohio at telephone: +1-216-241-7225; FAX: +1-216-241-4103; e-mail: info@omniaaudio.com; or visit <http://www.omniaaudio.com/> on the World Wide Web.*