Digital broadcasters strive to balance bitrate and programme quality against the cost.

For any given digital distribution platform choosing your bitrate is always a tremendously difficult and important choice influenced by other factors such as availability and reliability. The need to compromise with all considered factors will invariably affect the end product – your sound.

All digital platforms employ perceptual coding which squeezes your programme to fit within your 'bit-budget' by discarding audio, but this creates a problem with processing – almost all audio processors on the market today employ techniques specifically developed for analogue media. Processing in the old-fashioned way works against the digital perceptual coding and results in the burbling, smeared and generally peculiar sound we all consider as accepted properties of digital radio – be it from DVB, DAB, HD radio or Streaming.

After detailed research into audio pre-processing for codecs (mp2, mp3, aac/+) commonly used by broadcasters, Audessence understands that a 21st century platform requires a 21st century solution and The ALPS levelling processor has been specifically developed with digital coding in mind, enabling you to extract the best value from your bitrate at a very low cost.

Audessence ALPS is an innovative approach to audio processing for digital – All models utilise 'Sure-Level', an innovative real-time algorithm boasting a huge capture-range coupled with fast and unobtrusive response delivering a consistent programme level with superb clarity while creating far fewer digital artefacts than traditional multiband compressors.

ALPS-1 has a tamper-proof front panel and attractive price, yet retains fully professional specifications and features, including failsafe relay-bypass in case of power failure. Computer control is via USB (front panel) or RS-232.

ALPS-2 (illustrated) adds ergonomic control from the front panel for 'live' applications.

ALPS-3 includes IP and GPI interfaces and a built-in Real Time Clock plus scheduling / day-part software.

PodBlaster crams all the power of its bigger brothers into a half-1U size and a breakthrough price-point for broadcast digital audio processing.

All processors are pre-loaded with nine factory presets covering numerous level control applications, which can be selected under local or remote control.

**Audessence, Bolney Place, Haywards Heath, West Sussex, RH17 5QT
phone: +44 (0)1444 880 444   web: www.audessence.com**