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towerCast France place new orders

Paneda is pleased to announce that TowerCast, one of the company's largest and most valued customers, has placed a new order for DAB infrastructure, further strengthening a long-standing partnership that has spanned many years. As part of this latest investment, towerCast has ordered its 35th DAB multiplexer from Paneda, marking another important milestone in the collaboration between the two companies. Over the years, towerCast has continuously expanded and deployed Paneda's DAB multiplexing solutions across its growing digital radio network in France.

The new order includes Paneda's latest generation platform, built on a modern Docker-based architecture that provides enhanced flexibility, scalability, and operational efficiency. This deployment will serve as the foundation for the gradual migration of additional multiplexers in the future. The project also includes Paneda's latest remote encoder technology, designed to simplify the management and operation of distributed audio encoding infrastructures.

France remains one of Europe's leading markets for digital radio, with continued investment in DAB+ services and ongoing expansion of nationwide and regional coverage. The latest order highlights towerCast's commitment to further developing its digital broadcasting infrastructure while ensuring the highest levels of reliability and service quality.

Lars-Peder Lundgren, Marketing Director at Paneda says,

"towerCast is an extremely important customer for Paneda, and It is very rewarding to see towerCast continue to place its trust in Paneda. We are excited about the opportunity to gradually migrate all 35 multiplexers to our latest platform. This will be a significant and ambitious project that requires careful planning and execution to ensure a seamless transition while minimizing any impact on listeners. We look forward to working closely with towerCast throughout this journey."

Raphael Eyraud, President of towerCast says:

"We selected Paneda as our DAB multiplexing partner many years ago and have accumulated extensive experience with both the company and its technology. Paneda has consistently delivered a highly reliable platform backed by strong technical expertise. Most importantly, the systems have proven exceptionally stable in our operational environment, allowing us to maintain efficient and trouble-free service delivery. We look forward to continuing our successful partnership for many years to come."

About towerCast:

towerCast, is a major French broadcasting services operator, specialized in Radio Broadcasting Services and Digital Terrestrial Television (DTT). We are covering more than 85% of the French population with Radio Broadcasting Services and 60% of French receive at least one DTT diffusion operating by towerCast. Through more than 500 sites and thanks to a recognize know-how in management and networks operation, towerCast fixed its mastery of new digital technologies on the Broadcast market, Digital Terrestrial Television or telecom. towerCast is a recognized player of the DAB venture since 2016.

About Paneda:

Paneda develops and sells DAB+ related equipment on an international market and currently having over 200 DAB multiplexers in operation world-wide, furthermore Paneda has also delivered over 250 tunnel systems with DAB+ in Norway. Paneda has also developed emergency warnings systems over DAB+ that offers complete solutions for different kind of applications.