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25-Seven System's Audio Time Manager Draws Sunny Review in San Diego Debut

- 760 KFMB AM Talk Radio Station Uses ATM Daily Since July Install;
"Audio TiVo® on Steroids" Helps Station Cover Breaking News -

San Diego – (Oct. 17, 2005) – Between Hurricanes Katrina and Rita and the local political turmoil at City Hall there has been no shortage of breaking news for San Diego station 760 KFMB AM Talk Radio to cover. The station has been able to handle the unexpected without missing a beat with the help of 25-Seven System's Audio Time Manager.

"We have been using ATM daily since the July install and it has resulted in a significantly better on-air product," KFMB Engineering Supervisor John Rigg said. "The best way to explain the product is an audio TiVo on steroids."

ATM is a processor that lets radio stations delay the start of live programs and then catch up to real time seamlessly without loss of original content. KFMB is one of the first stations to utilize ATM on-air.

"It really eliminates the 'train wrecks' caused by breaking news and live press conferences," said Rigg. "That may sound like an odd concept but you never know when a press conference is going to start. When they say 1 p.m., it could be 1:05 p.m. or 1 p.m. the next day!"

Rigg gave an example of how ATM is used at KFMB: "In one instance, a press conference started while we were still in a commercial, so we started recording it in ATM. Once the commercial ended, we began playback from ATM. We started with 45 seconds in the buffer, at 10 percent faster play out we caught up to the live program in about 450 seconds. The press conference got on the air in its entirety with no lost revenue."

The station has given ATM high marks citing its "phenomenal sound quality" and the fact that the unit is "very easy to use." 25-Seven Systems even responded to a suggestion by Rigg and KFMB that helped upgrade ATM's web Interface.

"The web interface is great for those times when standing next to the box isn't practical," Rigg said. "We've fed our ATM to and from our router for flexibility, and we can control the front panel via web browser."

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Flexibility has been key for Rigg and KFMB as they have had no shortages of breaking news to test ATM including city council indictments, a mayor resigning and hurricanes breaking into regular programming.

"We have had a myriad of press conferences here in San Diego. It has been press conference heaven here for a while," Rigg said with a laugh.

About Audio Time Manager

ATM allows broadcasters to create extra breaks wherever they are needed, eliminate back-timing hassles into a network feed, or introduce random starting events like press conferences, without the awkward talk up. Stations can insert ID's, commentary or additional inventory without compromising sound quality or sacrificing content. ATM's proprietary time compression algorithms and Time/Rate Management Calculator™ (TRMC) squeeze more time and money out of each broadcast day.

About 25-Seven Systems

Launched in 2003, 25-Seven Systems, Inc. (www.25-seven.com) specializes in audio technologies for more efficient and profitable radio operations. 25-Seven Systems radio and audio engineering and product talent develops practical solutions to meet the requirements of radio stations and networks. The core company personnel – Geoff Steadman, Derek Pilkington, Rick Sawyer, Barry Blessner and Dick Pierce – have extensive radio industry experience and a significant intellectual property portfolio that is applied to 25-Seven products.

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