



FOR IMMEDIATE RELEASE
NAB 2005 BOOTH N-2432

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25-Seven Systems' Audio Time Manager is Now Available

- Unique, User-Friendly Processor Puts Radio Stations In Control of Time -

Boston – (March 11, 2005) – 25-Seven Systems, Inc., specializing in audio technologies for more efficient and profitable radio operations, announced today that **Audio Time Manager™** (ATM) is now available for immediate shipping. ATM is a unique, user-friendly processor that lets stations delay the start of live programs, add additional content, then catch up to real time seamlessly.

ATM was unveiled by 25-Seven Systems as a prototype at last year's NAB show. This year NAB 2005 show attendees can see a live demonstration of a full production unit and its easy-to-use two-button operation at the 25-Seven Systems booth located at N-2432 in the Radio/Audio Hall.

Several radio stations across the country have been evaluating ATM, which 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 more inventory without compromising sound quality or sacrificing content.

"ATM puts the radio station in control of its broadcast schedule by providing a new level of programming flexibility in the face of the unexpected," said 25-Seven President Geoff Steadman.

ATM's proprietary time compression algorithms and Time/Rate Management Calculator™ (TRMC) squeeze more time and money out of each broadcast day. On-air operations glide smoothly and undetectably between scheduled and breaking events. Unplanned events – such as school closings, traffic updates, weather advisories, or jury verdicts can be accommodated without impacting network content. Last minute promos, pledge appeals, and additional advertising availabilities can be inserted as needed

"At 25-Seven we know that radio is all about time. ATM will help stations better serve their listeners by providing a new dimension of control over time," Steadman said.

About 25-Seven Systems

Launched in 2003, 25-Seven Systems, Inc. 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 Blesser and Dick Pierce – have extensive radio industry experience and a significant intellectual property portfolio that is applied to 25-Seven products.

25-Seven Systems, 25-Seven Systems logo, Audio Time Manager and Time/Rate Management Calculator are trademarks of 25-Seven Systems, Inc. Other trademarks may be property of their respective owners.