



For Immediate Release

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## *Radio* Magazine Recognizes 25-Seven Systems With a Pick Hit Award

Las Vegas – NAB2008 – (April 17, 2008) – *Radio* magazine, the Radio Technology Leader published by Penton Media, announced the winners of the Pick Hit Awards for NAB2008. The *Radio* magazine Pick Hits panel selects the top 15 new products introduced at the convention.

This year, 25-Seven Systems ([www.25-seven.com](http://www.25-seven.com)) earned one of the coveted Pick Hit Awards for its Program Delay Manager (PDM). PDM offers full protection against unwanted broadcast content while providing excellent audio performance and 25-Seven's unique PD Alert™ system.

PD Alert enables the program director and/or other key personnel to receive e-mail notification, including an audio file containing the content deleted, that program material was blocked from airing by Program Delay Manager. PD Alert eliminates second-guessing about what was and was not aired during the incident, and creates a dump archive that helps establish intent to comply with FCC regulations. The fully featured PDM also includes advanced capabilities unavailable in any other profanity delay, including Livewire™ IP audio, a built in web server, and IP based configuration and control.

"The Pick Hit Awards are limited to 15 winners, which maintains the value and prestige of the award," says Chriss Scherer, editor of *Radio* magazine. In addition, the Pick Hit Award judges follow a strict set of rules and make their selections independently and anonymously, which is a further testimony to the proven value of the award to radio broadcasters."

The Pick Hit Awards were first presented at the NAB Convention in 1985, making them the oldest technology award at the convention. The Pick Hit Awards are selected by a panel of judges who are radio broadcast engineers from radio stations, radio networks and radio production facilities. The *Radio* magazine staff has no influence in the Pick Hit Awards decision, which ensures that there is no bias in the selections. The official Pick Hit rules require that the winning products must fit a recognized need in radio, are priced within reason, are available within the current calendar year and have never before been exhibited at the NAB Convention.

The complete list of recipients will be published in the June 2008 issue of *Radio* magazine, and it is available online at [RadioMagOnline.com](http://RadioMagOnline.com).

### About *Radio* magazine

Tracing its roots to 1959 and Broadcast Engineering magazine, *Radio* magazine has served the interests of radio station and radio network engineers, managers and owners since 1994. Written by radio industry professionals for radio industry professionals, *Radio* magazine delivers in-depth technical expertise with the most-respected editorial content. *Radio* magazine is published by Penton Media.

### About the Pick Hit Awards

First presented at the NAB Convention in 1985, the Pick Hit Awards are the original technology award at the convention. The awards are selected by a panel of judges who make their selections independently and anonymously and then convene for a meeting on the third day of the convention. The *Radio* magazine editorial staff has no part in the selection process. Winning products are selected because they are useful to radio broadcasters, are priced within reason, are available within the current calendar year, and are new introductions at the NAB Convention.

### About 25-Seven Systems

25-Seven Systems specializes in superior audio solutions to the unique problems of radio broadcasters, networks and content providers. The company was launched in 2003 by a group of veteran broadcasters with extensive audio experience and a significant portfolio of intellectual property. 25-Seven products are designed and built in the United States.

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