



For Immediate Release

## Radio Free Asia Uses 25-Seven Program Length Manager to Simplify Continuity

### *PLM Passes Muster On Multi-language Programming*

Boston, MA — (April 5, 2010) — After extensive testing, Radio Free Asia (RFA) is using the 25-Seven Program Length Manager (PLM) to shrink or stretch pre-recorded programs to exactly fit its program schedule.

RFA broadcasts native language news and information programming to Asian countries whose governments limit access to a free press. Completed programs that were not of exact scheduled length formerly required additional production time or burdened master control operations. Using PLM, RFA can shrink or stretch its programs by several minutes an hour —without pitch change, artifacts or glitches.

“We evaluated PLM over a three month test period with Korean, Burmese, Uigher, Cambodian and other languages,” reports AJ Janitschek, Director of Program and Operations Support at RFA. “We didn’t tell our reviewers for what they were listening. Most couldn’t tell we were processing and all reported 100% content comprehension. We know we are safe gaining or subtracting several minutes an hour.”

“We are pleased that RFA, a broadcaster known for its quality standards, is our first PLM customer,” said Geoff Steadman, 25-Seven president. “Hosts and reporters at RFA frequently work right up to a show’s airtime. Now talent can focus on content instead of padding or cutting to fill a specific time slot. All they need to do is get a show within a couple minutes of its allotted time and PLM can do the rest.”

### **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.