

## Press Release



### **Novanet Communications Limited Awarded Eceso Distributorship in Canada**

Miami, 9 April 2012 – WorldCast Systems Inc. is delighted to announce the appointment of **Novanet Communications Limited** as the exclusive dealer for the Eceso Transmitter LINE throughout Canada. As the existing Value Added Reseller (VAR) for APT audio codecs and Audemat's monitoring devices, Novanet now offers the full RANGE of WorldCast Systems' products to the Canadian broadcast industry.

With the addition of Eceso products, Novanet'S portfolio now includes new FM transmitters, which boasts the highest available efficiency on the market today. Adding this to their existing LINES means NOVANET can provide a formidable selection of innovative products along the broadcast chain, from the studio to the transmitter site and further, into the coverage areas.

Headquartered in Ajax, Ontario and with sales offices throughout Canada, Novanet Communications is a respected force in the industry and has become a well-trusted VAR for WorldCast Systems over the past years. Commenting on the expansion of their partnership, Joe Uyede, President & CEO of Novanet Communications Limited said, "The addition of Eceso to our sales portfolio has cemented our relationship with WorldCast Systems further. We have had great success with APT and Audemat products, as we are able to actively target and pursue opportunities in the broadcast sector throughout Canada. We see great potential for the Eceso range of competitively-priced, highly featured and efficient FM transmitters and we have already identified a number of broadcasters who could make substantial cost savings with no compromise to audio quality or reliability by installing the Eceso units."

Chris Poulain, VP, Sales & Marketing, WorldCast Systems has been impressed by the professionalism and dynamism of Novanet Communications. He commented, "We see great potential for the new Eceso FM range in the Canadian market and believe that, in Novanet Communications, we have a partner who can effectively introduce the transmitters to the market and enable broadcasters to see

how the unit's efficiency can increase reliability and performance as well as enable them to cut their power costs."

WorldCast Systems will be showcasing the Eceso transmitter range at booth C1632 at the NAB Show in Las Vegas, April 14<sup>th</sup>-19<sup>th</sup> 2012. Novanet Communications also will be in attendance and happy to meet with Canadian broadcasters at the WorldCast Systems' booth.

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#### About WorldCast Systems Inc.

WorldCast Systems (<http://www.worldcastsystems.com>) is a world-class provider of turnkey solutions to the international broadcast market. Encompassing the industry-leading brands of Audemat, APT & Eceso, WorldCast Systems offers a wide range of reliable, innovative and high performing products for the studio site, transmitter site and the coverage area.

Product lines include: world-class RDS encoders, AM, FM & HD digital audio processors, audio codecs for IP, E1/T1, ISDN and leased line, video over IP multiplexers, FM and DVB transmitters, high precision test equipment for FM, GPS field strength meters for HD, FM, DVB with built-in modulation monitors; RF monitoring equipment; and transmitter remote control for HD, AM, FM and TV (ATSC, DVB).

WorldCast Systems specialises in the development of efficient, multi-purpose products under its "Radio All in One" brand. This range combines many functions into a single unit enabling savings on cost, space, time and energy. The group focus on innovation has ensured that WorldCast System products have been selected for over 15 prestigious awards at the NAB Show.

#### About Novanet Communications Limited

Novanet Communications Limited (<http://www.novanetcomm.com>) was founded in 1989 and is a privately held Canadian company, located just outside of Toronto in Ajax, Ontario. Our team has designed, engineered, supplied, installed and commissioned some of the country's largest broadcast networks for Canadian television and radio broadcasters, and for a number of global telecommunications enterprises. Our reputation for excellence has been earned through Novanet's commitment to exceed the needs of client requirements. Our people have pioneered numerous technologies in Canada and have a wealth of experience in building turnkey solutions as an integrator and valued partner to many best of breed manufacturers. Novanet's RF engineers, technicians and data specialists are the backbone of our innovative service capabilities. Novanet Communications Limited is the trusted provider of broadcast, wireless, satellite systems and solutions.