

Signal Monitoring, Remote Control, Test &amp; EAS

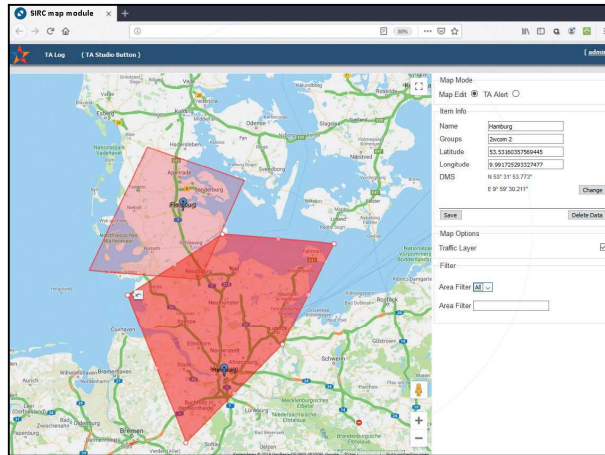
**TECHUPDATES****2WCOM SIRC IMPROVES REGIONALIZED REMOTE MANAGEMENT**

The new Google Maps feature of 2wcom's Satellite In-band Remote Control (SIRC) browser lets broadcasters carry out commands and reports per region.

Using the SIRC web interface, users can define any number of locations and associated regions ("shapes") for a country on Google Maps. The interface allows operators to select an entire view or a specific location by filter.

In addition, the Google Maps feature offers the ability to create commands, such as traffic announcements and to send them to the specific region's encoders. For a traffic announcement command, the operator feeds SIRC's google maps web interface with the GPS coordinates and a radius of approximately 50 km to detect the affected encoder locations.

A switch PID command is then generated and the addressed MPEG encoder receives the announcement for further distribution to all receivers in the defined



Alternatively, if no satellite capacity is available, SIRC can synchronize content stored on the internal memory cards of the devices in the field with the SIRC mirror by using FTP.

For information, contact 2wcom in Germany at +49-461-662830-0 or visit [www.2wcom.com](http://www.2wcom.com).

**25-SEVEN TVC-15 SEEKS LISTENER CREDIT FOR STATIONS**

25-Seven says that a station can have a great signal, with programming finely tuned for the target demo; but will it get credit for all of its listeners?

Watermark encoding can be hit or miss, depending on audio content and the listener's environment. But market ratings are serious business; any detraction from those numbers means a loss in revenue.



The Telos Alliance says that is why the 25-Seven TVC-15 was developed: to make sure stations get the credit they deserve, every minute of the day.

Every 400 milliseconds — 150 times per minute — TVC-15's tone verification codec analyzes the actual code symbols in any audio fed to it. 25-Seven says that is fast enough to track individual program elements, style changes in a song or even the difference between a host and a call-in guest. The TVC-15 can be connected anywhere in an air chain, or listen over the air, and will demonstrate when the watermarking is effective or if there is a problem.

Though the TVC-15 can operate alone, connecting it with the 25-Seven Voltair provides more power. The TVC-15's Intelligent Adaptive Enhancement closes the feedback loop, letting users control Voltair processing based on moment-by-moment analysis of the air signal.

This, according to 25-Seven, allows users to take coding enhancement beyond simplistic "set and forget" or daypart setting strategies. The TVC and Voltair can work together like a continuous, intelligent automatic gain control on hidden watermarks, automatically giving users more or less emphasis to watermarking, but only as needed.

For information, contact 25-Seven/The Telos Alliance in the United States at +1-216-241-7225 or visit [www.telosalliance.com](http://www.telosalliance.com).

**DAVICOM PRESENTS LATEST CORTEX**

The Cortex 320 is Davicom's new baby in its intelligent remote-control family. Although built on the same platform as the Cortex 360, the 320 has been optimized for small-budget requirements, the company says. Small-market and noncommercial stations can take advantage of the core benefits provided by larger, and more costly, remote controls.

The unit comes with 12 versatile inputs that can be used as metering or status inputs. Coupled with the 320's four dedicated status inputs, it can be configured for the right mix of GPIO.



The Cortex 320's 128 virtual logic gates can be used to program smart actions, depending on input conditions. Davicom units include advanced broadcast-related functions such as an automatic sunrise-sunset flag, direct VSWR indications, hysteresis to reduce false alarms and advanced math for logarithm and decibel calculations.

A notable design aspect of the 320 is its use of standard protocols and interfaces such as MODBUS and SNMP. Users can buy their own, low-cost/less intelligent devices and use the 320 to make everything work together smartly. They can also interface directly with gensets and transmitters without needing to buy extra hardware.

Like other Davicom products, the Cortex 320 is designed for electromagnetic-compatibility in extreme environments.

The company has an in-house EMC lab with full-sized TEM cell and 3-meter emissions test range.

Though the 320 is at home in an IP and networking environment, it can operate on dial-up lines or over narrow-band serial communications links down to 2400 baud. This ensures the Cortex can be used and accessed at those sites where IP is not available or reliable.

For information, contact Davicom in Canada at +1-418-682-3380 or visit <http://cortex.davicom.com>.