

NPR rolls out improved journalist-centric editing from DAVID Systems

DAVID Systems' MultiTrack Editor is the New Standard Production Tool at Major U.S. radio newsroom

Munich, April 12, 2012 – DAVID Systems' MultiTrack Editor (MTE), part of DAVID's DigaSystem production suite, has become the new standard production tool for one of the most deadline intensive radio newsrooms in the US, National Public Radio (NPR). MultiTrack Editor was introduced by DAVID Systems in 1997 and is now building on the most advanced platform of the industry. With their new planning, creation, and management front-end tool, NPR has selected DAVID Systems' to anchor the audio editing and deliver a final product worthy of NPR's high production standards. DAVID Systems is now providing critical editing support to NPR to push the evolution to story centric content production & distribution.

Journalists continue to expand the boundaries of traditional reporting by adding new layers of content to production, and by handling more production themselves instead of booking studio time. These content producers need highly efficient editing tools that decrease their time to air and increase their flexibility while handling integration to various assets across various locations.

MultiTrack Editor was designed specifically for radio journalists on deadline. It has a very advanced feature set, including multiple edit modes, 24bit/96kHz support, multi-format handling on one timeline, VST and Direct X Plug-In support, custom metadata handling, Media Asset Management and more. DAVID's R&D team has taken MTE to new levels of quality and capability, as the result of the cooperation between NPR, and furthermore, DAVID's improved, state of the art development capabilities.

"At the request of NPR, we added video-style content insertion on the timeline, multi-zoom clipboard functionality, and enhanced cut, copy, & paste functionality among other new features to MTE", explains DAVID Systems' Managing Director for the Americas, Paul Weiland. "Our ability to integrate these new features and at the same time dramatically increase the quality of our editors has been the critical success factor here. NPR knows they can count on our R&D Team to keep meeting their deadlines, and for our Technical Support team to back them up."

DAVID's MultiTrack Editor is now being used on 400+ user desktops and field machines at NPR, providing unlimited tracking, mixing, and preproduction capabilities.

About NPR: <http://www.npr.org/about/aboutnpr/>

About DAVID Systems GmbH

DAVID (short for: Digital Audio & Video Integration and Development) Systems GmbH is a leading international supplier of end-to-end broadcasting solutions, in particular to the radio industry. The company is headquartered in Munich, Germany with subsidiaries in Washington, DC. DAVID Systems has been an innovative driver of digital media solutions since 1991. Its product portfolio includes open, customizable and scalable software for individual workflow and third party integration, as well as support and training. Today, DAVID Systems paves the way of the Radio and TV evolution into a 360° degree media world where broadcasters need to produce and deliver content faster, to more channels, with tri-media enabled applications. Public and private broadcasting stations worldwide (including the BR, SWR, WDR, ORF, RBB, DRS, NPR, NYPR, WAMU, NRK, SvR, SRF, RTR Chur, Antenne Bayern, Südtirol Radio, Metro Radio Hong Kong, Canal Sur, Red Bull Media House, RTL 102.5, etc.) rely on DAVID Systems' solutions. A strong global partner network ensures locally-based customer interfacing and support, while a focused Customer Solutions Group takes care of the individual requirements and provides support and training.

For more information about DAVID Systems and its products and services, please visit www.davidsystems.com. Follow news from DAVID Systems at http://www.twitter.com/DAVID_Systems and join DAVID Systems on <http://www.facebook.com/DAVIDSystems>.

Press Contact:

DAVID Systems GmbH
Ridlerstr. 31 b

80339 Munich
Germany

T +49 (89) 540 139-0
F +49 (89) 540 139-50
marketing@davidsystems.com

www.davidsystems.com