



BROADCAST BIONICS

NEWS RELEASE

Broadcast Bionics named as Telos development partner

9 April 2010, Haywards Heath, UK

Telos Systems has named UK-based Broadcast Bionics (well-known to media professionals for their PhoneBOX and Anywhere PC-based telephony solutions) as a software development partner for next-generation Telos phone systems.

“PhoneBOX has gained a reputation as one of the most innovative, useful products on the market for talk-intensive radio formats,” says Denny Sanders, Telos Systems Managing Director. “Now, Broadcast Bionics has chosen to use the new Telos VX platform at the core of their software products. We are very excited about the possibilities.”

Telos VX is the world’s first multi-line broadcast telephone system based on VoIP (Voice over Internet Protocol) technology. VX uses standard SIP (Session Initiation Protocol) and RTP (Real-time Transport Protocol) protocols, so it works with VoIP-based PBX or SIP-trunking Telco service and may be scaled to direct up to 80 lines of phone traffic across as many as 20 broadcast studios. It uses standard Ethernet as its network backbone, and for interconnection with IP-Audio networks.

Broadcast Bionics’ PhoneBOX VX, which will be introduced at NAB 2010 in Las Vegas, is a scalable, SIP-based talk show system that integrates directly with Telos VX systems to manage and integrate callers, emails, SMS and control of ISDN and IP codecs into a single converged system, giving talent comprehensive control of interactive audience participation such as listener polls and competitions. It integrates with Axia networks and consoles.



“Telos VX is a very powerful, very advanced system that we believe will really open engineers’ eyes to the power of VoIP in the broadcast studio. PhoneBOX VX offers Telos VX customers the full PhoneBOX graphical user interface, including years of design, innovation and experience,” says Broadcast Bionics’ Dan McQuillin. “It incorporates customer ideas and feedback from the most demanding regional and national TV and radio stations around the world. We have redesigned the GUI to beautifully complement the new Telos VX Phone handsets; everything is dedicated to making every operation simple and intuitive. It also happens to look fantastic!”

PhoneBOX VX will debut at NAB 2010, in the Broadcast Bionics booth, #C644. For additional information, please visit www.bionics.co.uk, or e-mail info@bionics.co.uk.

See the advanced new Telos VX VoIP Talkshow System at the 2010 NAB Show in Las Vegas – Central Hall, Booth #C146. For more information, contact Angi Roberson via email at angi@Telos-Systems.com, and visit Telos-Systems.com.

Telos Systems, headquartered in Cleveland, Ohio with offices in Europe and Canada, is a leading manufacturer of ISDN, coded audio and telephone interface products for talk-shows, teleconferencing, audio production, remote broadcasts, and intercom applications.

Broadcast Bionics is a global leader in software development, consultancy, support and hardware distribution to the broadcast and installation markets. Specifically focussing on telephony (as authors of the award winning PhoneBOX), layout, scheduling, consoles and audio over IP solutions, our unique relationship with leading suppliers from around the world, combined with in-house expertise in software development, IT and broadcast allows us to focus on meeting every broadcaster's needs.

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