



Press Release

- 30th April 2007 -

New Company Launch: Audessence

Digital Audio for 21st Century Broadcasters

After nearly two years of behind-the-scenes work a new professional broadcast and Internet audio company has been launched in the UK.

The brain-child of managing director, Martin Spencer, co-founder of Phoenix Communications and former technical director at Radica Broadcast Systems Limited, Audessence is owned by a private consortium of investors. These include former ILR shareholders and investors as well as ex chief engineers and others with an interest in the field of professional and broadcast audio. In the day-to-day running of the company, Martin is joined by former Radica colleague, Graham Sloggett, who holds the position of sales and marketing director.

The company launches with no fewer than four specialist products in its portfolio. With a key focus on research and development, the company plans to add at least a further three products to its range each year through until 2010. As the company's managing director, Martin Spencer, makes clear: "Audessence is all about making life easier for broadcast professionals with high-quality products that are easy to use, cost-effective and reliable".

Current products include the ALPS-1, ALPS-2 and ALPS-3 professional audio level controllers. These feature a range of control options from the tamper-proof ALPS-1 through to the ALPS-3 offering full remote control of all features via both GPI and IP interfaces. Showing that the company's focus is far wider than traditional broadcast audio applications, Audessence also offers its PodBlaster sound controller. Designed primarily for Internet audio, cable head-ends, programme production applications and the like, the PodBlaster offers unrivalled digital sound control at an entry-level price-point.

Full details of the current Audessence product range can be found on the company's web-site at: www.audessence.com



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INFORMATION FOR EDITORS:

About Audessence:

Audessence is a professional audio equipment company which specialises in the design, manufacture and sale of audio control, levelling and processing equipment for broadcast radio and TV, Internet and educational markets.

The company was formed in early 2007 by managing director, Martin Spencer, who was previously technical director of Radica Broadcast Systems Limited. Martin has many years of experience working in professional broadcast audio, including extensive collaboration with U.S. manufacturer Inovonics Inc, most recently on the Omega_FM digital audio processor. Martin is joined by Sales and Marketing Director Graham Sloggett, who has considerable experience of international technical sales in general and the broadcast equipment field in particular.

Contact Details:

For more information about Audessence, the company, its products and services, please contact Graham Sloggett: graham@audessence.com

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Press images:

If you would like to make use of company logo or photographs in conjunction with the information contained in this press release, please contact Graham Sloggett with details of your specific requirements.

Please note:

Whilst we welcome personal callers, to avoid a wasted journey, please make a prior appointment before travelling.

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