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**FOR IMMEDIATE RELEASE**

## **Tieline Launches SIP and Multiple Unicasting for Bridge-IT IP Audio Coders and Unveils apt-X...**

Perth, Western Australia, July 26, 2010.

Manufacturer of broadcast quality audio coders, Tieline Technology, has announced a new software release for IBC2010 that integrates IP multiple unicasting into its new Bridge-IT IP audio coder. This new feature can now distribute up to six high fidelity stereo audio streams over LANs and WANs like the internet. EBU N/ACIP SIP compatibility is also included in the release and Tieline has just integrated Enhanced apt-X® audio coding into the coder and will unveil this at IBC.

"The ability to send multiple unicast audio streams from a single box reduces capital expenditure costs and lets engineers design much more flexible routing throughout rapidly expanding IP networks," said Darren Levy, International Marketing Manager for Tieline Technology. "Multiple unicasting will assist broadcasters in expanding their broadcast capabilities as they transition to IP networks from circuit switched networks like ISDN and X.21."



Bridge-IT will support AAC, MPEG Layer 2, Tieline Music and MusicPLUS for multiple unicasting. The first multiple unicast stream will be bi-directional and the remaining 5 streams are uni-directional. All streams will also be capable of being sent with RS232 and contact closure data embedded for real-time switching, command and remote control purposes.

"Multiple unicasting is an ideal, inexpensive way to send multiple streams of program audio to STL transmitter sites or distribute network programming to affiliates," said Levy. "It can also be used to send remote broadcast audio from a venue to multiple affiliate stations."

"The integration of SIP for point-to-point connections means that with the recent addition of AAC software and the impending release of apt-X software, Bridge-IT is even more attractive to networks with an existing investment in other IP codec brands," said Levy. "Bridge-IT will connect to these existing codecs and offer an affordable and inexpensive alternative - and in many cases greater flexibility."

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Hot on the heels of the recent announcement of the integration of AAC-LC and AAC-HE v.1 and AAC-HE v.2 algorithms into Bridge-IT, Tieline has also added apt-X into Bridge-IT and will be showcasing this feature for the first time at IBC.

“We believe apt-X Enhanced audio coding is now an industry standard for high quality audio distribution and STLs,” said Levy. “The integration of apt-X into Bridge-IT is a significant step forward and extends our algorithm capability over IP. It also expands the range of compatible algorithms that customers can use when connecting Bridge-IT with other codec brands over IP using SIP.”

Both multi-unicasting and apt-X will be offered as purchasable license options for Bridge-IT.

Tieline Bridge-IT owners can contact Tieline at [sales@tieline.com](mailto:sales@tieline.com) or their local dealer to upgrade their codec to include SIP compatibility and multiple unicasting over IP. These new features and apt-X will be showcased along with other Tieline codecs at IBC 2010 from 10<sup>th</sup> to the 14<sup>th</sup> September on booth 8.E75 with You/Com.

### **About Tieline Technology**

Tieline Technology supplies high-quality STL, audio distribution and remote broadcast digital audio codecs. The company has offices in North America and Australia, supporting a global distribution network spanning the Americas, Europe, UK, Africa, Asia, Middle East and Australasia.

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