

PRESS INFORMATION

You can download pictures relating to this press release here:

www.medientechnik-presse.de/pinguin/loudness_ibc.zip

EBU Loudness Metering:

PINGUIN Ing. Büro presents a new, precision Software Multimeter

Amsterdam, September 2010: PINGUIN Ing. Büro, an established expert in the field of loudness measurement, presents the new, cost-effective PINGUIN Audio Multi Meter at the BC in Amsterdam. Comprehensive measurement parameters according to the brand-new EBU Recommendation R 128, which will be shown at this exhibition for the first time, are already included in this measuring device.

PINGUIN was one of three metering manufacturers involved with the EBU loudness working group. This new measurement software fulfils all the requirements of the recommendation. Important components of the new loudness meter are three modules which can display a numeric loudness value, a classical horizontal or vertical bar-graph meter and a user-friendly analogue-style loudness tachograph. Thanks to its clear and functional representation of loudness, the latter helps to simplify the transition from conventional level metering to the new loudness metering standard, promoted by the EBU.

PINGUIN measuring instruments have been in use in the transmission paths of all the ARD German radio stations for the past two years. These systems use a special loudness metering algorithm developed by IRT (the German Institute for Radio Broadcast Technologies) and are used to log the loudness curves of entire programmes as they are broadcast. This IRT method, which represents a German proprietary solution, will soon be replaced by the metering algorithms complying with EBU R 128.

PRESS INFORMATION

The PINGUIN Audio Multi Meter, PG-AMM for short, can be seen in use on the PINGUIN booth at the EBU exhibition (Hall 10, D21).

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About PINGUIN Ing. Büro:

PINGUIN Ing. Büro is a German manufacturer, located in Hamburg, which has been offering cost-effective precision audio measurement devices for nearly 20 years. PINGUIN's series of audio meters, based purely on software, has been on the market for 12 years. All of these meters, from a simple stereo audio meter, through multi-channel surround meters and now supplemented with instruments for measuring and displaying the new loudness parameters, have been enhanced and refined continuously and adapted to meet the ever changing requirements of the audio industry.

All the meters run native on standard PCs (with Windows® or Mac OS X® operating systems) and feature a high level of user-friendliness and versatility. Today, the systems are in operation at many well-known broadcasters (e.g. ARD, ORF, SRG), in music studios (e.g. MSM Studios, Munich) and in film studios (e.g. Studio Babelsberg).

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Contact:

PINGUIN Ingenieurbüro

Ralph Kessler

Bramfelder Str. 76

D-22305 Hamburg

Phone: +49-40-690 10 26

Fax: +49-40-632 707 46

info@masterpinguin.de

www.masterpinguin.de

Distribution:

For-Tune

Krummenackerstr. 218

D-73733 Esslingen

Phone: +49 711 46915185

Fax: +49 711 46915187

talktous@for-tune.de

www.for-tune.de

Press Contact:

Medientechnik

Presseservice

Stefani Renner

info@medientechnik-

presse.de

Phone: +49 221 940 43 72