



NEWS RELEASE
FOR IMMEDIATE RELEASE

NAB 2019
PRESS CONTACT: info@orban.com

Orban Adds Bass Impact Engine to FM Processors

New limiter maximizes bass impact without adding distortion.

Pennsauken, NJ – Orban, the leader in world-class audio processing, now offers a way for FM broadcasters to deliver powerful bass response while ensuring optimal musicality of program material. The Bass Impact Engine is included in all new OPTIMOD 8600Si, 8600 FM/HD and 8700i units, and is also available as a free firmware upgrade for existing owners of these products.

“Orban processors have, for many years, used a bass clipper embedded in the multiband crossover, which rolls off higher-frequency clipping products at 6 dB/octave and introduces a certain amount of non-optimal phase shift,” said Bob Orban. “This was done to prevent intermodulation between bass and other program material. The new Bass Impact Engine replaces this older technology with a limiter that generates carefully time-aligned, bandwidth-controlled harmonics that minimize the peak level of the bass so that very low frequencies can actually exceed 100% modulation. It does so without adding objectionable distortion in the upper mid-bass and lower midrange frequencies.”

“Our goal is not to blow doors off cars or knock out windows with the low end,” said David Day, Orban President. “Rather, we want to make sure a station’s bass consistently sounds great, regardless of the material being played, and brings the proper ‘punch’ to music without objectionable artifacts. That’s why we’re adding the Bass Impact Engine at no extra cost to our high end processors. And, as always, Orban products carry a five year warranty and our support team continues to be available for our customers regardless of how long they have owned an Orban processor.”

###

About Orban: For over 45 years, Orban has set the benchmark for professional audio processing worldwide and continues to provide state-of-the-art audio solutions for live performance venues and content creators, as well as radio, TV and Internet broadcasters. Applications include audio processing, loudness measurement and control, multichannel surround audio and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, Disney, ESPN, FOX, iHeart, NBC, NHK and SKY. Orban Labs currently has offices in San Francisco, CA and Ludwigsburg, Germany; its headquarters are located in Pennsauken, NJ right across the river from Philadelphia, PA. For more information on Orban, please visit our website www.orban.com, email us info@orban.com or phone us at 856-719-9900.