

## PRESS RELEASE

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### **Audio Delivery Platform Designed by Keystone Electronics**

Keystone Electronic Solutions has designed an Audio Delivery Platform for the managed delivery of audio content for applications such as in-house music, advertising clips and announcements. Potential applications for the platform include municipal buildings, hotels and retail stores, amongst others.

“Most businesses requiring in-house music use computers to play their music and adverts. However, this is a very expensive way to play music, lays the establishment open to theft of the computers and is usually not managed very well as the computer is used for other business functions as well. In addition, equipment in the server room is open to tampering and online threats such as viruses,” says Ivan Popov, Keystone director.

“Another issue faced by chain stores is the lack of uniformity, both in the hardware and software, between the various outlets. It is also difficult to ensure that all stores have the latest content, and are playing it in their current play list.”

In response to these issues, Keystone has developed a customised solution for delivering in-store music, at a fraction of the cost, and without all the security issues.

It is based on their in-house Guinux backbone which delivers version-managed Linux applications. An ARM9 processor with standard external storage is at the core of the solution. After that, audio codec was added, and a management front-end was developed for the audio player.

The system is programmed to download the playlist from a central server, anywhere in the country. The sites then find and play the music as listed, ensuring instant nationwide uniformity of the public music and messages. The software monitors the play times, and creates logs for the days’ audio play. The audio output levels are also monitored, so the volume can be tracked for any point in time.

The system caters for MP2 and MP3 files, but can be customised to cater for all other popular music formats, in stereo.

The solution is extremely power efficient at only 2W, compared to a PC at 200W. There are also savings on air-conditioning as not as much heat is generated.

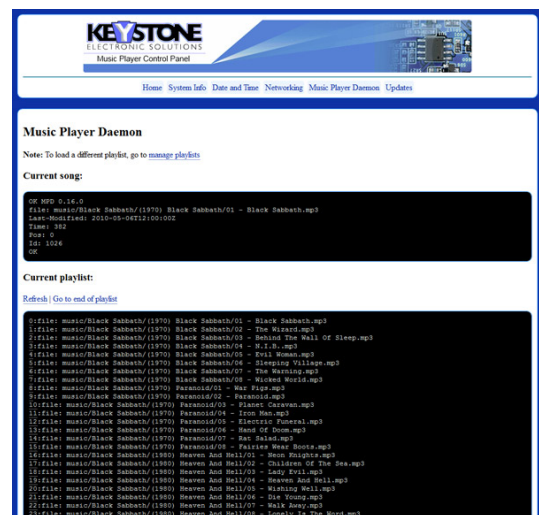
“It is a beautifully designed unit and is the ultimate “green” solution for reducing the carbon footprint.”

According to Popov, the unit has been field-trialed at different franchises and the customer is very happy with the results. It will be implemented in various entertainment and retail locations nationwide in early 2011 and is ready for mass production.

Ends.



The Keystone Audio Delivery Platform



The graphical interface to the audio delivery platform

### About Keystone Electronic Solutions

Established in 2007, Keystone Electronic Solutions provides a range of Electronic Engineering Research and Development (R&D) solutions in order to assist customers with R&D, product developed and preparing the product for the market. Based in Waterkloof, Pretoria, the company services the national market, primarily in telecommunications, but increasingly in mining, security and retail. [www.kses.net](http://www.kses.net)

**Editorial Contacts:**

**Keystone Electronic Solutions:**

Ivan Popov  
Director  
012 460 4135

**PR Agency:**

Sonar Universal  
Susan Craig  
083 299-9209