

## **News and Information**

For Immediate Release

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### **ADVANCED COMMUNICATION DESIGN, INC. ANNOUNCES A SOLUTION TO PERSISTENT PROBLEMS OF AUDIO DELIVERY.**

#### **New Technology Offered On All Family Of Star™ System**

**Minneapolis, MN (Date February 20, 2001)** – ACD, a pioneer in distributed audio/video technology, announced today the release of yet another exclusive technological breakthrough. Referred to as Digital Audio Management Utilities™ (DAMU) and based on a Digital Signal Processing (DSP), this technology provides *fully integrated* audio management utilities.

DAMU provides unique DSP-based manipulation of digital audio files. These files can be either audio only or the audio portion of video presentations distributed to ACD devices or retailer's audio/video networks. ACD will first offer its retail customers the long sought after audio volume management function. "We are pleased to offer our retail customers the technology for automatic volume management, solving the persistent problems of audio spikes and losses played on listening stations as well as all overhead audio/video delivery systems. In addition, the retailer can now independently manage the volumes of broadcasts in different departments" said Marco Scibora, President and CEO of Advanced Communication Design, Inc. "This

technology will also be used to manipulate audio file outputs, adding special effects without the need to re-edit original content”, added Marco Scibora.

### **About Advanced Communication Design, Inc.**

*Advanced Communication Design, Inc.* (ACD) is a leading global developer and manufacturer of in-store interactive digital audio and video distribution systems. Founded in 1986, ACD is headquartered in Minneapolis, Minnesota.

In 1989, ACD became the *first* company ever to introduce computer-based music sampling systems giving shoppers the chance to sample hundreds of music selections before buying the CD or cassette. In 1995, ACD pioneered the *first* ever multi-user, high- capacity music sampling system with the use of scanning technology. Due to ACD’s relentless pursuit of new designs, ACD achieved another *first* ever by introducing full motion, multi-station video system.

ACD continues to lead the marketplace offering the most advanced and reliable technology in the US, Europe, South Africa and Asia. Sony Music Entertainment (SME) has licensed ACD technology to be manufactured and distributed in Japan under the Sony name. For more information, visit the company’s Website at <http://www.acdstar.com>.

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