

FOR IMMEDIATE RELEASE

Press Contact:

Brian Galante

Dimension PR

(207) 494-8428

brian@dimensionpronline.com



StreamGuys Integrates Silence Detection into SGalerts Suite for Broadcasters

Software-as-a-service feature protects broadcasters against dead air, lost ad revenue without labor and hardware costs

BAYSIDE, CALIFORNIA, May 28, 2015 — StreamGuys, a pioneering content delivery network and streaming media provider, has added a new silence detection feature to SGalerts, the company's evolving SaaS suite of tools for 100 percent uptime of streaming and Podcasting services. StreamGuys' silence detection software protects against the costliest technical issue to the business of broadcast—dead air—with automatic alerts notifying customers about extended periods of silence.

The integration of silence detection software into the SGalerts portfolio replaces dedicated hardware solutions, reducing equipment costs and system complexity while further automating radio workflows. The StreamGuys solution exists in the streaming layer and integrates seamlessly into the greater SGalerts package, ensuring all quality and performance issues are delivered to engineers and managers via SMS text or e-mail. As complemented with StreamGuys' world-class support, customers are ensured a comprehensive technical service package customized to exacting needs.

Kiriki Delany, president of StreamGuys, notes that the cost-efficiency of StreamGuys' silence detection software provides a near immediate ROI given its protection against lost ad revenue.

"Lost spots due to dead air means upset advertisers, which can quickly escalate to a generally poor perception of the broadcaster's on-air brand," said Delany. "By moving silence detection to our cloud-based content delivery network, broadcasters can outsource protection against revenue loss, reducing the recurring labor associated with dedicated appliances and monitoring staff."

StreamGuys' silence detection software offers additional value through customized settings, allowing customers to configure alert triggers based on two key parameters:

- **Sound Threshold:** Users can adjust the power in decibels to define what level is considered silence

- **Maximum Blank:** The maximum amount of time allowed in seconds before triggering an alert, which is especially useful for talk formats where periods of silence are naturally longer

When used with the full SGalerts SaaS suite, broadcasters are additionally assured around-the-clock monitoring of encoder connectivity, streaming connectivity and metadata among other key activities to ensure a consistently robust and reliable service. The new silence detection software is available now.

About StreamGuys, Inc.

In business since 2000, StreamGuys is a provider of audio and video streaming toolsets and services. The company has a reputation for outstanding customer service, a robust and reliable network, and competitive rates. More than 600 clients worldwide, across many industries, depend on their mission-critical service. Projects include serving as the technology backbone for live streaming/podcasting for top broadcasters such as Cox Media Group (CMG), New York Public Radio, WAMU Washington D.C., KQED San Francisco and WXPN Philadelphia; live video events for major auto racing circuits and the British Royal Wedding; audio streaming for government entities such as D.C. Court of Appeals, U.S. Army, and the National Science Foundation; mobile video content for Cisco Systems; and IPTV content for international broadcaster ABS-CBN.

#

StreamGuys, Inc - info@streamguys.com - www.streamguys.com - 707.667.9479
P.O. Box 828 Arcata, California 95518 - fax 707.516.0009