

SR = + NOA  
AUDIO SOLUTIONS



*VIENNA, Austria – Jan. 19, 2010  
NOA Audio Solutions today  
announced that Sveriges Radio  
Förvaltnings AB (SRF), which  
provides technical services  
to Swedish public broadcaster  
Sveriges Radio AB (SR),  
has added four NOA Record  
stations to its existing  
NOA mediARC™ system.*



Björn Blomberg, (Digital Archive Manager SRF), Peter Kuhnle (CTO NOA),  
Christophe Kummer (CEO NOA) Anders Hjelm (SRF), Dan Nyquist (SRF)

## SRF AB SELECTS NOA RECORD TO DIGITIZE VAST ANALOG ARCHIVE

The broadcaster is using its extended NOA Record system, part of the NOA Ingest Line, for a new project that will migrate approximately 200,000 hours of analog audio recordings to enable much more readily accessible digital storage over a two-year period.

“Having had more than five years of experience using the NOA Record system for migration purposes, we know its capability very well,” said Jorgen Thor, SRF’s technical audio engineer. “Before undertaking this project we performed benchmark measurement and blind listening tests of the integrated NOA N6192 analog-to-digital converter against the market’s top-rated products. The NOA converter demonstrated superior sound quality, and for that reason, we selected it.”

### Unique Archive material

The sound recorded by analog systems in the late 1970s and 1980s was extremely high quality, and SR has many unique and irreplaceable recordings from artists from all over the world dating from that era. Deploying the fully equipped NOA Record systems in conjunction with NOA mediARC, SRF will be able to migrate the content of legacy analog tapes into the archive, while simultaneously making it available to the SR staff via the NOA mediARC distributed Web interface. The project is set to begin in February and conclude in 2012.

The NOA Record systems will ingest audio files, which will then be stored and managed by the broadcaster’s existing NOA mediARC digital archive management system. MediARC was developed to meet not only the near-term storage and access needs of broadcast production departments but also to ensure access to cultural heritage in the future.



one of total five NOA  
Record ingest systems  
with Studer A 820’s  
connected

Simon Elmqvist (SRF),  
Jörgen Thor (SRF)



Existing NOA MediaLector  
system with 8 connected  
SONY R500 DAT for mass  
transfer



Designed for seamless integration with the NOA mediARC, the NOA Record system is a combined hardware and software solution that enables simultaneous migration of multiple parallel ingest streams. Operating in pairs, NOA's N6192 analog-to-digital converters rely on internal digital signal processing (DSP) to continuously check the linearity of both outputs, eliminating even tiny distortions and resulting in an unbeatable dynamic range of 125 dB. The converters also enable features relating to analog input gain, sample rate, DSP filter curves, and output channel to be accessed remotely from within the NOA software.

"NOA offers a turnkey solution for migration of analog recordings to catalogued digital files, incorporating analog-to-digital conversion, quality-controlled audio ingest, sophisticated metadata annotation, and a distributed Web interface that affords desktop access to the stored digital content," said Peter Kuhnle, NOA Audio's chief technology officer. "Our success in the marketplace derives from our clients' confidence that NOA knows quality-controlled digital audio archiving and its associated workflows better than anyone else."

Information on NOA Audio Solutions' products is available on the Web at [www.noa-audio.com](http://www.noa-audio.com), via e-mail at [office@noa-audio.com](mailto:office@noa-audio.com), or by telephone at +43 1 545 2700. ■

Still existing:  
metadata in Cardformat,  
most of it transformed  
already to mediARC



## ABOUT NOA

NOA Audio Solutions is the leading global provider of flexible turnkey solutions for quality-controlled digitizing, management, and archiving of audio and other media content. Scalable to suit collections of all sizes, NOA's three product families, Ingest Line, mediARC, and JobDatabase, not only help ensure long-term preservation of media, but also support enterprise-wide collaboration, efficiency, and productivity by enabling fast and accurate identification and retrieval of clips from the full range of an enterprise's archive. NOA's easy-to-use proprietary technologies are today installed in some 20 high-profile enterprises worldwide, including Sveriges Radio Förvaltnings (SRF), Yleisradio Finland (YLE), Radiotelevizija Slovenija (RTV), Fonoteca Nacional de Mexico, and Voice of Vietnam. With headquarters in Vienna, Austria, NOA is committed to the ongoing development of innovative technologies to ensure the maintenance of invaluable cultural heritage for future generations. For detailed information please visit the NOA Web site at [www.noa-audio.com](http://www.noa-audio.com).

## ABOUT SVERIGES RADIO FÖRVALTNINGS AB

Sveriges Radio Förvaltnings AB (SRF), based in Stockholm, provides services to the Swedish public broadcaster, which includes Sveriges Television AB (SVT), Sveriges Radio AB (SR) and Sveriges Utbildningsradio AB (Swedish Educational Broadcasting Company).

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