

## Understanding Audio Quality

“Good enough” audio processing helps make you compliant to regulations, but does very little for viewer retention and experience.

### Audio Processors: The Unsung Heroes of Media Experiences

In today’s competitive media landscape, where audiences have an abundance of choices, **high-quality audio processing is more than just a technical necessity; it’s a strategic imperative.** While many broadcasters focus on visual elements and regulatory compliance, the “wow” factor that truly captivates and retains viewers often lies in the realm of audio.

Broadcasters today are facing increasing pressure to deliver media content in numerous formats while remaining cost-effective. This challenge impacts both live and file-based delivery, as the rising costs and diverse format requirements often lead to reduced profitability per asset. To counter this, they frequently seek to maximize the value of their equipment investments. While opting for integrated audio processing features like upmixing or loudness control within video processing hardware can address compliance needs, they may fall short in optimizing the viewer’s audio experience. Such compromises can result in dialogue issues or audio artifacts that negatively impact content quality.

Telos Alliance®, through its Linear Acoustic®, Jünger™ Audio, and Minnetonka Audio® brands, offers specialized audio processing solutions. These solutions leverage advanced algorithms to not only ensure regulatory compliance but also enhance the overall audio experience for viewers.

## Next Generation Audio (NGA): Redefining Audio Experiences

NGA represents a paradigm shift in sound technology, offering immersive experiences that are personalized to individual preferences. NGA isn't merely about louder volume; it's about enveloping listeners in a soundscape that transports them into the heart of the action. Features like dialogue enhancement ensure crystal-clear conversations, while commentary and audio track selection provide unprecedented control to the audience.

Key features of Next Generation Audio (NGA) include:

- **Immersive Audio:** NGA provides an immersive experience, enveloping listeners and transporting them into the heart of the action.
- **Dialogue Enhancement:** Ensures that every word is heard clearly, from soft whispers to loud action scenes.
- **Commentary and Audio Track Selection:** Gives viewers control over their audio experience by allowing them to choose between different commentators or language tracks.

These features combine to create a personalized and engaging listening experience that is more immersive and accessible than standard audio. The widespread adoption of NGA-compatible devices and the growing user demand for enhanced audio content underscores the need for broadcasters to prioritize audio quality. **Audiences are no longer satisfied with standard audio; they crave extraordinary experiences.**

## Telos Alliance: Pioneering Audio Excellence

Telos Alliance, a global leader in audio solutions, is at the forefront of this audio revolution. With a rich legacy of innovation and a portfolio of trusted brands like Jünger Audio, Linear Acoustic, and Minnetonka, Telos Alliance offers comprehensive audio solutions for diverse applications. From live sports broadcasting to playout channels and complex live production facilities, Telos Alliance has the expertise and technology to deliver exceptional audio quality.

## Tailored Solutions for Live and File-Based Content

Telos Alliance recognizes that audio solutions need to be tailored to specific requirements. Whether it's live broadcasting with multiple destination formats or file-based content demanding flexibility and cost-effectiveness, Telos Alliance offers personalized services and cutting-edge technology to meet the unique needs of each client.

In an era where audio quality is paramount, Telos Alliance stands as a trusted partner for broadcasters and content creators. By prioritizing innovation, customization, and efficiency, Telos Alliance empowers its clients to deliver unparalleled audio experiences that captivate and retain audiences.

### For more information on our products:

**Linear Acoustic AERO Series**



#### Linear Acoustic Next Gen Audio Series

**LA-5300**



**LA-5291**



**UPMAX ISC**



#### Jünger Audio flexAI platform

**AIXpressor**



**flexAIserver**



#### AudioTools Server for file domain solutions

**AudioTools Server**

