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StreamGuys Prepares Reflector EVO Cloud Service for NAB Show 2024

NAB marks first demonstration of completed enterprise-level contribution and distribution service for compressed and uncompressed audio streams

BAYSIDE, CALIFORNIA, April 8, 2024 – Pioneering streaming and podcast solutions provider [StreamGuys](#) announces the imminent availability of Reflector EVO, a cloud service for enterprise-level audio contribution and distribution that begins shipping as NAB Show 2024 opens. Developed in partnership with the Audio over IP experts at Barix, StreamGuys will lead all sales efforts and provide service hosting and 24/7 technical support for radio broadcasters, program syndicators and audio content creators that require a scalable, one-to-many cloud networking architecture for content delivery. StreamGuys will demonstrate Reflector EVO at NAB Show 2024, where the company will share space at the ENCO booth (W1743).

Reflector EVO is the second generation of the Reflector service, which was developed 14 years ago to help broadcasters move high-quality audio over the public internet. The original version removed network configuration challenges and made it simple to immediately send audio between studios and transmitters sites upon connecting a Barix encoder and decoder.

Reflector EVO expands the horizons as a highly available cloud service that can transport bulk audio streams to many locations at once, including uncompressed PCM signals with high bandwidth requirements. That makes Reflector EVO a far more affordable alternative to satellite for syndicated program delivery, multi-studio networking and other distribution services with wide geographic dispersion. StreamGuys has strengthened redundancy for mission-critical broadcast delivery, with primary and backup streams operating in parallel to optimize signal integrity. The redundant streams borrow packets from each other as drops occur, ensuring streams are reassembled upon reaching end points.

Barix has updated its encoding and decoding hardware for additional network resiliency, along with enabling fast switching between encoders and adding support for lossless audio compression. Barix's new LX400 broadcast codec, also to be introduced at NAB (Booth C2348), offers OPUS audio support for customers that want the highest possible audio quality and bandwidth conservation, with support for constant and variable bitrates (6kb/s to 510kb/s). Customers can manually configure encoding quality and the audio delay level of the receiving decoder (between three and 30 seconds), with seamless

communication between each device worldwide.

The LX400 devices also include standard Barix AoIP codec features such as selectable input gain, relay support and contact closures, the latter of which allows broadcast networks to provide affiliates with precisely timed triggers for local ad breaks over EVO. Speaking of affiliates, StreamGuys has improved alerting applications that allow networks to target alerts. This ensures that important notifications are prioritized for affected stations only, rather than being disseminated to all engineers in the network.

“Reflector EVO isn’t merely an improvement on the original – it’s a reimagining of the infrastructure for the reliable transport of large media workloads, and modernized for today’s enterprise broadcast networks,” said Eduardo Martinez, Vice President of Technology, StreamGuys. “With options for uncompressed transport, lossless compression and legacy compression, broadcasters have an array of options for high-quality deliver of speech and music and are assured a high level of service and consistent uptime for all cloud networking applications.”

StreamGuys will offer several service plan options for Reflector EVO across technical formats (compressed or uncompressed), hardware (purchase or lease) and support (standard tech support, or direct StreamGuys support for all affiliates). NAB Show 2024 takes place April 14-17 at the Las Vegas Convention Center.

About StreamGuys, Inc.

Founded in 2000, StreamGuys is an industry-leading service provider of live and on-demand streaming, podcasting delivery and software-as-a-service (SaaS) toolsets for enterprise-level broadcast media organizations. The company brings together the industry’s best price-to-performance ratio, a robust and reliable network, and an infinitely scalable cloud-based platform for clients of any size to process, deliver, monetize and playout professional streaming content. StreamGuys supports many of the world’s largest podcasts, global TV and radio broadcasters, video and audio production companies, houses of worship, retail and hospitality businesses, government organizations, medical and healthcare services and live venues for sports and entertainment. The company excels in developing and deploying technologies for business growth and revenue generation, including dynamic ad insertion, Alexa skills, mobile streaming and detailed business and data analytics.

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