



PRESS RELEASE NAB 2018

Total compatibility with every digital device and more efficiency with lesser energy consumption. In an ever-changing world, even tv and radio broadcast is evolving with services more integrated with new technologies and designed to work in full efficiency even in extreme conditions.

This is the challenge taken by the **italian group Elenos** that, after the recent acquisition of historic american brand Broadcast Electronics, is ready to take part to the **Nab Show in Las Vegas**, the most renowned exposition of broadcast producers in the world, with two technologies wich are going to revolutionize the sector: **Gyseserty** and **Tx Control**.

Gyseserty is a brand new cooling system for radio and tv transmitter, developed by **Itelco**, based on a hybrid air-liquid method. A technology capable to offer more efficiency compared to the best liquid-cooling systems, setting new security standards and preventing system failures and energy peaks, with lesser power consumption. The innovation, that will be officially presented to buyers in Las Vegas, has already raised the interest of **Cern researchers in Geneve**, that from 2018 will be equipped with Itelco's new generation of transmitters for the Large Hadron Collider (LHC) experiments.

On the other side, the app **Tx Control**, developed by 22HBG, is designed to provide remote control of every Elenos device from smartphones and tablets. Tx Control takes the broadcast system into the 'Industry 4.0' eevolution, thanks to the constant work of a group that since 2011 has focused research and developement in new media and digital integration. Tx Control brings telemetries, remote controls, information about energy peaks and consumption and all the necessary tools to support the work of broadcast operators.

Nab Show will be in **Las Vegas Convention Centre** from 9° to 12° of April.

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