News Release

**GBS Launches “Castings” Blog to Muse and Inform the Broadcast Industry on Developments in Radio Technologies**

**CHICAGO, July 22, 2020** – GeoBroadcast Solutions LLC launched its “Castings” blog today to provide radio broadcasters with information on its technologies as well as create a forum for conversion and discussion about the radio broadcasting industry. Located through the GBS website at [www.geobroadcastsolutions.com/castings](https://www.geobroadcastsolutions.com/castings) visitors can read, comment, and subscribe to be informed of when new updates are posted.

The first entry, “Giving Boosters Their Best Shot,” describes the genesis of why and how GBS focused on Single Frequency Networks and FM on-channel booster sites to develop its [MaxxCasting™](https://www.geobroadcastsolutions.com/maxxcasting) technology. It was written by Bill Hieatt, GeoBroadcast Solutions Chief Technology Officer.

“Taking advantage of new advancements in technologies, ten years ago we committed significant research and development to combine radio and cellular technology and enable FM Broadcasters using boosters to enhance their signals by reducing multipath interference between the main and booster transmissions through the use of a cluster of low to the ground, high power, highly directionalized synchronized booster sites,” writes Hieatt.

Upcoming postings will touch on geo-targeting for radio, improving signal strength through HD Radio, field tests, new deployments, partnerships, the value of adding POP count, and more.

Reader comments and open dialogue will be welcome.

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# About GeoBroadcast Solutions LLC

GeoBroadcast Solutions was formed in 2011 to develop the ZoneCasting™ Geo-Targeting

platform. This platform has been successfully tested under special FCC authorization. Geo-Targeted separation of the main channel audio of an FM radio station to its listeners allows the ability to split an FM signal into local “zones.” Out of this development effort came MaxxCasting™, which increases signal quality, PPM watermark decoding, and allows geographic targeting and fencing of radio screen advertising. It is successfully deployed and operational in many markets and growing rapidly. Additional information is available at [geobroadcastsolutions.com.](https://www.geobroadcastsolutions.com/)

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