

DaySequerra

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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DaySequerra Announces Apple UFID “Buy Button” diagnostics in new M3 Triple HD Radio™ Precision Professional Tuner

West Berlin, NJ – DaySequerra, first to ship Modulation Monitors and Precision Professional Tuners for HD Radio™, with over 1400 sold, today announced new features in their soon-to-ship M3 model. The M3 contains three separate AM, FM and HD Radio tuners in a single 2RU enclosure, thus providing a compact and professional method for HD stations to monitor and alarm their analog, HD-1 and HD-2 through HD-8 Multicast signals.

In addition to the M3's already announced capabilities, each of the three tuners included with the unit will include the ability to display the Apple UFID “Buy Button” data. Transmission of this data has already been announced by many HD Radio group broadcasters. The “Buy Button,” on consumer HD Radios properly equipped, allows the unique identifier of a song to be saved at the push of a button. When an iPod is docked to the radio, and then subsequently synched with iTunes, the user is presented with the opportunity to purchase the songs, and the station is credited.

DaySequerra is first to include “Buy Button” diagnostics in its line of professional HD Radio Modulation Monitors and Tuners, and will display the M3 at the NAB Convention in Exhibit Booth N5129.

The M3 is scheduled to ship in May.

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About DaySequerra: *DaySequerra is dedicated to developing and delivering state-of-the-art professional entertainment, broadcast and high-end-consumer audio products. The company is currently dominant in the HD Radio monitoring field and continues to innovate with advanced product offerings and software solutions to enable broadcasters to completely monitor, measure and alarm their broadcast signal. The company is poised for world-wide growth with its planned expansion into HDTV, Internet broadcast monitoring and the launch of its new proprietary technology consumer electronics (CE) products.*

Manufacturing and company headquarters are located in West Berlin, New Jersey. For more information on DaySequerra, please visit their web site www.daysequerra.com, email info@daysequerra.com, phone 856-719-9900 or fax to 856-719-9903.

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