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GBS MaxxCasting™ Unites Educational Media Foundation's KYLA-FM and KYRA-FM in Los Angeles to Increase Audience Reach by 3 Million through Innovative Translator Configuration Between the Two Stations

Vastly Expands Coverage Area Through Technology Tying the Stations North and South of the City and Providing Continuous Coverage

Henderson, NV, January 10, 2022 – In a broadcast radio industry first, GeoBroadcast Solutions' MaxxCasting™ system has vastly expanded the signal quality and audience reach of two Los Angeles-area Educational Media Foundation radio stations through the installation of a broadcast translator in downtown LA, increasing the potential listenership by as much as four million.

KYRA-FM, broadcasting to the north of the city in Ventura and LA Counties, and KYLA-FM broadcasting from Orange County in the south, had been simulcasting the Air1 signal on the 92.7 frequency but weren't reaching the densely populated downtown and neighborhoods of the city. Through the innovative installation of a co-channel translator on the AON Center building, GBS engineers were able to bridge the gap between the two coverage areas and built a continuous signal that now stretches across 110 miles.


Paul Littleton
Director of Spectrum Design
GeoBroadcast Solutions

"Since we've owned the stations, our challenge has been connecting the two signals and providing continuous coverage between our co-channel signals, which conventional boosters and repeaters were not able to provide," said Shane Toven, Senior Broadcast Engineer at Educational Media Foundation. "The GBS team were able to creatively use its MaxxCasting technology differently than they had done for us in other cities. The result has helped to achieve our goal of expanded, seamless coverage and introducing a new audience to our programming."

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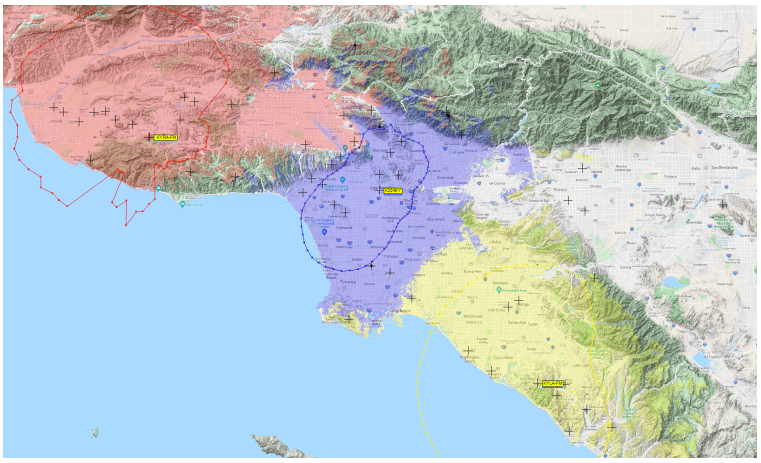
KYLA and KYRA operate as part of the Air1 Radio Network, featuring modern Christian Worship music presented with strong personalities. Educational Media Foundation operates both Air1 and K-LOVE (contemporary Christian music) and is the second largest broadcaster in the U.S. by station count.



"Our team of MaxxCasting engineers were able to solve the unique issues faced by EMF through our technology," said Paul Littleton, director of Spectrum Design at GeoBroadcast Solutions. "Our solution for EMF showcases the flexibility of MaxxCasting to enable broadcasters to improve their signals, increase their listeners and drive ratings and revenue growth."

MaxxCasting combines radio and cellular technology and enables FM Broadcasters to enhance their signals by reducing interference between the main and booster transmissions through the use of a cluster of low-to-the-ground, high power, highly directionalized, synchronized node sites. The technology also allows for innovation in spectrum allocation, coverage problems, and frequency acquisition.

All equipment for Maxxcasting is provided by Doug Tharp at SCMS, the exclusive U.S. distributors for GatesAir transmitters.

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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.

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