



**Broadcast
Software
International**

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BSI Announces Op-X The World's Newest Studio Automation System

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For immediate release...

Broadcast Software International (BSI), the Oregon based company pioneering digital platforms for professional broadcasters globally, announced today the introduction of *Op-X*, the company's newest studio automation system. *Op-X* will make its public debut at NAB 2008 in Las Vegas in the BSI booth N9111.

Architecture developed "from the ground up", *Op-X* has been designed for both intuitive operator interface and ease of maintenance for the IT or engineering professional. The system has been in fulltime operation at over 30 stations nationwide for the past 18 months, as product features have been enhanced and real-life testing has proven successful.

"From an ease-of-use standpoint *Op-X* is an amazing system." commented current user Dave Dillon, Program Director at Cumulus' Jack-FM, Houston. "Clock-builder functions, time bending functions, Satellite interface. Houston is Space City and Jack FM sounds cutting edge thanks to space age technology from *Op-X*."

Marie Summers, BSI Sales Manager added: "*Op-X* provides a multi-tiered approach to radio automation and will greatly enhance market clusters and network heavy formats. All the tools you need for any type of station, live or automated, satellite or local, in any combination. I am very proud to be able to offer this solution to our customers, world wide".

About BSI: For over a decade Broadcast Software International has been an industry leading creator, designer and supplier of digital radio automation for a world-wide customer base. Known for development of the famous Simian studio automation system, as well as WaveCart, SkimmerPlus and other supporting software products.

For more information go to: www.bsiusa.com

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