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Belar Electronics Reorganizes, Relocates to Drive Future Innovation in Modulation Monitoring

New management structure, headquarters lay foundation for company growth heading into the 2015 NAB Show

West Chester, PA, January 20, 2015 – Belar Electronics has set the stage for future growth and innovation in modulation monitoring with a new management structure, as the company settles into its new Philadelphia-area headquarters. With its more than 50-year reputation for quality, reliability and precision cemented, Belar's reorganization signals a shift in strategy tailored to meet the dynamically changing needs of the radio broadcaster heading into the 2015 NAB Show (April 13-16, Las Vegas Convention Center, Booth #C2452).

With founder and industry visionary Arno Meyer now retired, Mark Grant steps in as CEO of Belar Electronics, managing all decisions surrounding company vision and direction. Erich Meyer assumes the role of COO, responsible for day-to-day plant operations across manufacturing and supply chain. Under Erich Meyer's direction, the company will continue to centralize all production at its new West Chester, Pennsylvania headquarters, and manufacture 100 percent of its products in the USA. Erich Barchi will continue in his role as manager of global sales and customer relations, overseeing strategy for direct and channel sales worldwide.

To support global sales and service augmentations, Belar will build on its distinguished legacy as a trusted technology innovator through new software-defined test and monitoring applications. In addition to improving operational efficiencies for the end user, these enhancements, notably IP connectivity and FM/HD Radio time-alignment, will bring renewed focus to the value of the modulation monitor for the radio broadcaster.

"The modulation monitor remains the pre-eminent tool to help broadcasters accurately monitor on-air levels, calibrate equipment and remain in FCC compliance, and there is a strong value proposition around improved market-wide performance for broadcasters that make the investment in this gear," said Mark Grant, CEO, Belar. "While the audio processor, exciter and other air chain components ideally amplify sound quality, broadcasters cannot take full advantage

of their modulation thresholds without an accurate modulation monitor. Belar's focus on delivering top-of-the-line, precision-oriented test instruments remains our core strategy, for the purpose of helping broadcasters troubleshoot performance issues in the air chain and maximize their broadcast signals. And moving forward, Belar intends to build on these principles with exciting new innovations that elevate the role of the modulation monitor."

At NAB, Belar will reiterate its leadership in traditional AM and FM modulation monitoring, while highlighting new software-defined features that enhance remote connectivity for off-site signal monitoring; and improve time-alignment between FM and HD Radio signals. While the former will focus on the convenience of remote monitoring across all signal parameters and alarm conditions via IP connectivity, the latter will highlight how the modulation monitor can noticeably improve the listener experience, including the elimination of signal echo as FM and HD Radio signals blend.

"Belar has continually worked to ensure superior performance and reliability across the product line, including the use of digital signal processing to eliminate signal drifts, offsets and other signal quality hindrances for robust, stable and repeatable signal performance that remains in calibration," said Grant. "We've eliminated unnecessary adjustments, minimized conversions and consolidated previously separate monitoring applications into a single box to make modulation monitoring a more user-friendly, operationally efficient and valuable process for broadcasters. We look forward to unveiling our next generation of enhancements at NAB."

Belar Electronics' new headquarters is located at 1140 McDermott Drive, Suite 105 in West Chester, PA 19380.

About Belar Electronics

Founded in 1964, Belar Electronics Laboratory, Inc. is the world's leading manufacturer of modulation monitors. Used by radio and TV stations globally to monitor broadcast signals, Belar products are world-renowned for accuracy and reliability. These benefits are also recognized worldwide by manufacturers of transmitters and audio processors, which regularly rely on Belar monitors as test instruments to ensure their products meet specifications. Contact Belar at (610)-687-5550 or visit them on the web at <http://www.belar.com>.

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