

## **AICOX selects IDC STAR Pro Audio™ Solution for Latin American radio network**

Ottawa, ON, September 9, 2014 – International Datacasting Corporation (TSX: IDC), a technology provider for the world's premiere broadcasters, has been selected by AICOX to upgrade a large radio distribution network in Latin America. IDC's STAR Pro Audio™ Solution will be deployed in a multi-format audio network reaching millions of listeners in over 20 major cities.

The STAR Pro Audio™ Solution has been selected to replace an existing multivendor network, including both IDC's ABR receivers and those from other vendors. IDC's proven audio solutions include advanced features, which allow operators to improve audio quality, increase advertising revenues, and reduce costs.

"IDC's industry-leading audio products and reputation for reliability were key factors in our decision to upgrade this network with the STAR Pro Audio™ Solution," said Carlos Laborda, President and Director General of AICOX. "The deployment of this system will enable the most efficient use of satellite bandwidth as well as providing leading edge features for the future."

The solution included IDC's P561 audio encoder and the STAR-2 Pro Audio satellite receiver, which features two audio decoders. The decoders support the latest High-Efficiency Advanced Audio Coding (AAC HE), providing superior audio quality and reduced bandwidth requirements, as well as MPEG Layer 2 for compatibility with existing systems.

"The selection of the STAR Pro Audio™ Solution for yet another radio network refresh is evidence of IDC's continuing success in delivering market-leading solutions to the broadcast industry," said Doug Lowther, President and CEO of IDC. "We are especially pleased to support another large Latin American network upgrade with our latest generation audio solution".

### **About International Datacasting Corporation:**

International Datacasting Corporation (TSX: IDC) is a technology provider for the world's premiere broadcasters in radio, television, data and digital cinema. IDC's products and solutions are in demand for radio and television networks, targeted ad insertion, digital cinema, 3D live events, satellite news gathering, sports contribution, VOD, and IPTV. IDC is headquartered in Ottawa, Canada, with regional offices in Arnhem, the Netherlands and in San Diego, California. For more information visit: [www.datacast.com](http://www.datacast.com).



## **Forward-Looking Statements:**

This press release contains certain information that may constitute “forward-looking information” and/or “forward-looking statements” within the meaning of applicable Canadian securities laws including, without limitation, management's beliefs with respect to strategy, efficiencies, results and costs savings in Fiscal 2015, management's expectations with respect to customer acceptance of, and the receipt of orders for, the company's products, and management's expectations with respect to the impact of new personnel and a restructured sales force. All forward-looking information and forward-looking statements are necessarily based on a number of estimates and assumptions that are inherently subject to significant business, economic and competitive uncertainties and contingencies. The material assumptions used to develop the forward looking-statements made in this release include anticipated cost savings resulting from the initiatives taken by IDC under its action plan, anticipated impact of senior personnel, consolidation of operations and restructuring of the sales force, management's perceptions of current conditions and expected future developments, expectations regarding future shipments of IDC products, management's knowledge of the current credit, interest rate and liquidity conditions affecting IDC as well as other considerations that are believed to be appropriate in the circumstances.

All statements other than statements which are reporting results as well as statements of historical fact are forward-looking statements that may involve a number of known and unknown risks, uncertainties and other factors; many of which are beyond the ability of IDC to control or predict.

Forward-looking statements are generally identifiable by use of the words “may”, “will”, “should”, “continue”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “design”, “plan or “project” or the negative of these words or other variations on these words or comparable terminology. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Risks and uncertainties that might cause actual results to differ materially include, but are not limited to: competitive developments; risks associated with IDC's growth; expectations regarding new product initiatives and timing, including the STAR Pro Audio™ Solution, LASER™ Targeted Ad Insertion Platform, and TITAN 3 Video Encoder; a lengthy and variable sales cycle for IDC's products and services; any difficulties or disputes with IDC's subcontractors, contract manufacturers and suppliers; IDC's dependence on the development and growth of the satellite services market; a lengthy and variable sales cycle for IDC's products and services; IDC's reliance on a small number of customers for a large percentage of its revenue; expectations with respect to the sufficiency of its financial resources and liquidity; regulatory risks and intellectual property infringement. Further, any incorrect identification of, or failure or delay in identifying, areas that require attention in IDC's business as part of the company's strategic review, or inability to successfully address areas requiring increased focus in accordance with IDC's action plan, could materially adversely affect the company's business, financial conditions, and results of operations as well as other key indicators.



More detailed information about potential factors that could affect IDC's financial and business results is included in the public documents IDC files from time to time with Canadian securities regulatory authorities and which are available on SEDAR at [www.sedar.com](http://www.sedar.com), including, without limitation, IDC's Annual Information Form and MD&A for the year ended January 31, 2014, and our MD&A for the quarter ended July 31, 2014. Except as expressly required by applicable law, we undertake no obligation to publicly update or revise forward-looking statements, whether as a result of new information, future events or otherwise. Forward-looking statements are provided to assist external stakeholders in understanding IDC's expectations as at the date of this release and may not be appropriate for other purposes. Readers are cautioned not to place undue reliance on such statements.

