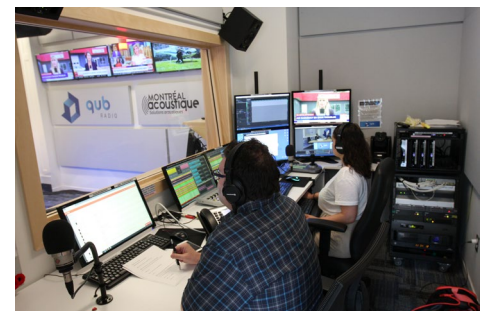
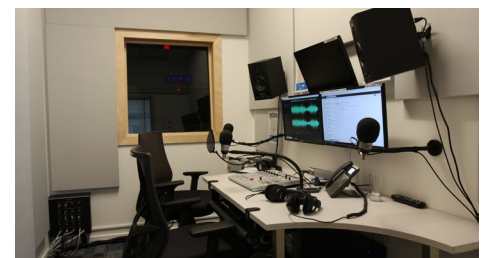


Applied Electronics Helps QUB radio Reinvent Radio for the Modern Digital Media Audience

Montréal, Québec



The digital content creation and management arm of Quebecor, NumériQ specializes in creating cross-platform content and brands, and in performance management and marketing of digital content.

NumériQ had a vision for QUB radio, a brand new, innovative media platform that is not yet on the FM spectrum. QUB radio is an innovative audio project, and the platform would be accessible online or via a user-friendly app, with a selection of live radio shows and an impressive podcast library.

In the summer of 2018, NumériQ contracted Applied Electronics to help bring its vision for QUB radio to life. With decades of experience and expertise in the broadcast and radio industry, and experience building radio TV studios for major broadcasters in Canada, Applied Electronics worked on the concept and designed the new QUB radio studio, located in downtown Montreal.

Within the short span of three weeks, Applied Electronics completed the supply and integration of the new

studio, providing a complete turn-key radio broadcast solution boasting microphones, consoles, hybrid telephone system, cameras, codecs, and video switcher.

QUB radio is mainly a web platform, with an mobile app that provides the live on-air feed, as well as various podcasts available for download.

What sets QUB radio apart as a dynamic platform is the fact that it works in conjunction with TVA television station to maximize studio usage and provide media redundancy backups at both locations. Applied Electronics included a Studer and Dante connection in the infrastructure in order for both teams to share audio media assets between the On Air and the production. If a show was pre-recorded, or is coming from the TVA audio feed, the teams can use both studios to produce more content for either the web radio or podcasts.

Quebec launched QUB radio in October 2018 with rave reviews from its massive and excited digital media audience.