

## **New Ferncast Logo**



# **FERNCAST**

**Your 24/7 audio logistics partner**

Ferncast unveils its redesigned logo and evolved brand positioning. The new tagline “Your 24/7 audio logistics partner” has been chosen to represent the changing needs of their customers and the promise to support them every step of the way.

“Audio logistics” showcases Ferncast’s exceptionally broad and versatile approach to audio transmission - any situation in which audio must go from A to B is something they help you with. “Partners” showcases both Ferncast’s general attitude towards their customers, but also their new offers in service and consulting.

As an audio logistics company, Ferncast develops software and hardware solutions for audio workflows in broadcasting, and offers services and consulting connected to their extensive expertise. Their core product is aixtream, a 24/7 software solution for OTT, DVB, SIP/WebRTC, STL, DAB, FM, Logging, Recording and more, which Ferncast continuously develops and improves. Based on this core product, Ferncast offers complete hardware audio codecs (Audio Codec Servers) and cloud solutions.

## Ferncast represents revamped Brand with new Logo

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Ferncast supports customers with integration of these solutions into existing environments as well as realizing completely new system architectures.

Virginie Danker, marketing manager at Ferncast, commented: “Our revamped brand positioning reflects our promise to deliver innovative technologies to simplify and optimize the audio workflows of our customers. We're excited to embark on this new journey and to present our next innovations at the IBC 2023.”

Visit Ferncast at the IBC 2023 (stand 8-F83) to discover their new products and cloud services.

[www.ferncast.com](http://www.ferncast.com)