



International Datacasting Wins Multi-Million Dollar Contract for Major National Radio Network

Ottawa, Ontario (Marketwired - August 4, 2016): International Datacasting Corporation (IDC), part of the Novra Technologies group of companies, announced today that it has entered into a multi-million dollar contract with a major North American radio broadcast network for its next-generation audio system. The customer declined to be named due to the organization's longstanding policy.

The contract includes products and services for two geographically diverse uplinks/headends supporting secure distribution of 188 audio channels and 1,000 receivers. The system incorporates audio encoders, network management, encryption, and IDC's targeted content distribution platform. The new network is scheduled to roll out this calendar year.

IDC President and CFO Steven Archambault commented, "We are extremely pleased to be selected for this prestigious project. Radio broadcast technology is a very important part of our diversified business strategy, this contract underscores our continued leadership in this field."

CONTACT:

Diana Cantú,
VP Corporate Marketing & Sales, International Datacasting
613-596-4120 x2202

About International Datacasting Corporation:

International Datacasting Corporation is a global 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, VOD, and IPTV. IDC is headquartered in Ottawa, Canada. IDC is part of the Novra Technologies group of companies. Novra (TSX-V: NVI), is a provider of premium products and solutions to datacasting and digital signage markets,, specializing in transmission and reception of IP traffic over satellite, cable and terrestrial communication links. Products offered include broadband receivers for DVB-S, DVB-S2, and ATSC systems. The NovraLink digital signage solution integrates Novra's technologies into a comprehensive multimedia management and distribution system. The Novra group of companies provides an expanded range of advanced solutions for content distribution worldwide.

For more information visit: www.datacasting.com and www.novra.com.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

###