



LINKUP COMMUNICATIONS SELECTS NOVRA GROUP TO PROVIDE AN AFFORDABLE REPLACEMENT FOR COMSTREAM / ABR RADIO SYSTEMS

NEWS RELEASE

For Immediate Release

Ottawa, ON – (February 22, 2022): Novra Technologies Inc. (“Novra”) (TSX-V: NVI) and its subsidiary International Datacasting Corporation (“IDC”) announced today that it has been selected by LinkUp Communications Corporation to provide a migration and modernization path for radio networks still using the legacy ABR satellite receivers originally manufactured by Comstream, Radyne, Comtech and IDC. While these units enjoyed widespread industry acceptance and ran reliably for over 30 years, they reached end-of-support several years ago. With thousands deployed in the field for well over a decade, ABR users are searching for a simple, flexible, and cost-effective upgrade path.

LinkUp is providing an integrated replacement technology package based on the IDC MAP system—as well as installation and configuration services—to help networks easily transition with improved reliability, reduced downtime, and lower operating expenses.

The upgraded distribution package features the MAP family of professional audio products, designed and manufactured by IDC. These range from audio encoders and satellite receiver/decoders to network control and content management systems. Content management capabilities include everything from station ID insertion and regionalized fundraising campaigns to complete program replacement for remote sites.

For networks looking for a turnkey service to streamline and outsource their uplink operations, LinkUp offers a hosted service—based on the IDC MAP system—from their newly acquired teleport in Denver, CO. This includes satellite, internet, and hybrid delivery options using IDC’s MISTiQ cloud platform to ensure highly reliable, low-latency transmission. MISTiQ provides an ideal option for internet distribution and/or satellite backup.

LinkUp Communications designs, installs, supports and operates satellite and MISTiQ IP/Internet distribution systems for radio and television broadcasters supported by its highly experienced team of professionals with offices in Florida and teleports in Alabama and now Colorado.

Mark Johnson, President of LinkUp Communications, commented. “We chose IDC as a partner and MAP as a platform because they provide the reliability, flexibility, and expandability we need to care for customers small, medium and large. We look forward to making a long-term home for this customer community and welcoming new networks to the service.”

Gary Carter, VP Business Development and Products for Novra Group/IDC said, “LinkUp has been an excellent partner as we roll out new solutions for broadcasters, providing the alternatives they need in today’s rapidly changing media distribution landscape. We are committed to long term sustainable network infrastructure, that’s why we took over and kept manufacturing ABR receivers as long as possible—to help our customers. Now we are excited to be helping the team at LinkUp provide a convenient reliable transition strategy for those networks and many more.”

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About Novra and International Datacasting: Part of the Novra Group (Novra, TSX-V: NVI, OTCQB: NVRVF), International Datacasting Corporation (IDC) is a longtime global provider of products, systems and services for the distribution of multimedia broadband content. The Novra Group of companies includes Novra Technologies, International Datacasting Corporation, and Wegener Communications. The companies in the group are known for a strong focus on applications including: broadcast video and radio, digital cinema, digital signage, and highly reliable data communications. For more information visit: www.datacast.com.

About LinkUp: Founded in 2016, LinkUp Communications Corporation is a content delivery company, specializing in the design and installation of satellite uplink and downlink networks, as well as streaming solutions. LinkUp offers an array of services, including FCC licensing, design, integration, installation, space segment and ongoing support.

LinkUp is known for providing clients with cost-effective content distribution services, tailored to their specific needs. The company provides Ku and C-band space segment, equipment and installation for radio, television and video projects on multiple satellites.

LinkUp recently acquired the majority of assets from Orbital Media Networks, Incorporated. The acquisition includes the service agreements for a wide array of broadcast customers, including those who purchase space segment and other services from OMNi, and others who subscribe to the company’s satellite and streaming platform.

LinkUp Communications, designs, installs, supports and operates satellite and MISTiQ IP/Internet distribution systems for radio and television broadcasters with a highly experienced team of professionals from its offices in Florida and teleports in Alabama and now Colorado. For more information visit: www.linkupcommunications.com.

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