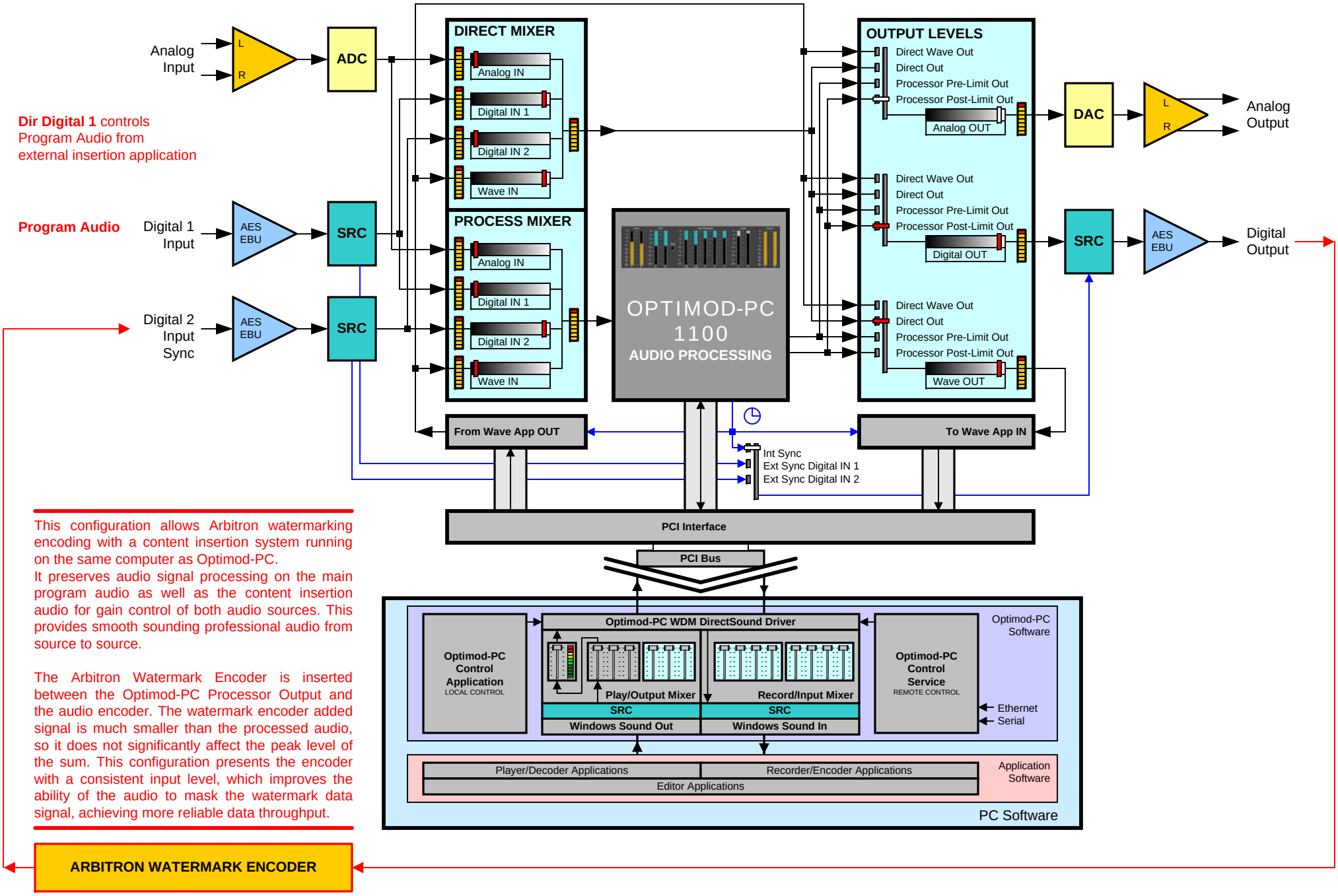

This configuration allows Arbitron watermarking encoding with a content insertion system running on the same computer as Optimod-PC.
It preserves audio signal processing on the main program audio as well as the content insertion audio for gain control of both audio sources. This provides smooth sounding professional audio from source to source.

The Arbitron Watermark Encoder is inserted between the Optimod-PC Processor Output and the audio encoder. The watermark encoder added signal is much smaller than the processed audio, so it does not significantly affect the peak level of the sum. This configuration presents the encoder with a consistent input level, which improves the ability of the audio to mask the watermark data signal, achieving more reliable data throughput.

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1100 Optimod-PC Operational Block Diagram

Arbitron Watermark Encoder Configuration – Encoder Digital Interface – Digital Audio Program Source