# Dension's In-Store Radio

Written by Bob Snyder
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Dension Audio Systems of Hungary enters the audio-over-IP market.

Throughout the development of the new audio distribution and monitoring platform, Dension used its massive automotive OEM industry experience, where Dension supplies several famous auto manufacturers (Lamborgini, Bentley, Porsche…just to name-drop a few).

The In Store Radio (ISR) family brings new control and quick handling experience. With the In Store Radio family, Dension aims to challenge such competitors as Streamit and Barix.

The product lineup contains stand-alone decoders with and without integrated mono and stereo amplifiers. The ISR family operates both in "Store and Forward", streaming a/o offline mode, supported by failback options. The models contain internal storages from 4GB up to 64GB. The In Store Radio ( ISR ) family hardwares are manufactured in Dension's own factory in Hungary.

The devices work closely with In Store Radio Server (ISRS) automation system that enables remote controlling, monitoring and maintenance, centralized maintenance and bulk device management, adjustable scheduling

The ISRS API is available to enable users to pair up their current content manager softwares with the ISRS. The ISR can be also connected to Digital Signage systems with its accessories.

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Dension says it is open to provide any of its ISR models for your testing and for comparison with other competitive products.

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