

# PRESS RELEASE

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Contact: Kim Miyade  
A Consortium / (310) 283-0930  
[ateam@aconsortium.net](mailto:ateam@aconsortium.net)

## **PRYME Introduces Unprecedented AI-Powered NoiseMaster Technology**

*PRYME Radio Products, renowned pioneers in the audio accessory industry, unveil NoiseMaster, a technological innovation that leverages artificial intelligence (AI) to provide the first-ever true noise elimination and voice enhancement for two-way radio communications.*

Brea, CA – March 2024 – Known for trailblazing developments in audio accessories for mobile communications, [PRYME](#)® is proud to unveil its latest groundbreaking innovation – The NoiseMaster™ Advanced Intelligent Active Noise Cancellation technology for portable two-way radios.

NoiseMaster represents a significant leap forward in audio communications, delivering unparalleled clarity amidst high-noise environments. This revolutionary technology utilizes a proprietary AI chip with deep learning capabilities, which hears everything in the operating environment and dynamically adjusts in real time to block background sounds, both actively and automatically. The system uses a Spot Beamforming technique to filter and eliminate ambient noise while focusing on and enhancing the human voice to allow clear communications.

Dave George, President and Chief Technologist of PRYME Radio Products, expressed his enthusiasm, stating, "Frankly, I've never seen anything like it before. We may very well be the first to bring this breakthrough technology to market."

There are two inaugural products in the new NoiseMaster collection - the SPM-NM10 Series Lapel Microphone Kit and the SPM-NM50 Series Remote Speaker Microphone. Each is equipped with a high sensitivity electret mic to capture the user's voice audio during calls, and both employ cutting-edge Intelligent Active Noise Cancellation technology to process audio and effectively remove unwanted sounds.

PRYME's SPM-NM50 also includes Automatic gain control (AGC) to intuitively compensate for variations in volume from different voices or a single talker moving relative to the mic. Meanwhile, the SPM-NM10 features PRYME's signature tangle-resistant Braided Fiber Cable and SNAP Connectors. The SPM-NM10 and NM50 microphones provide dedicated push-to-talk (PTT) buttons and are powered by the two-way radio.

Rico Burgos, PRYME Vice President of Sales commented, "With the introduction of the NoiseMaster Series, PRYME continues to solidify its position as an industry leader, setting new standards for clear and effective communications in challenging environments."

Beyond the SPM-NM10 and SPM-NM50 Series, PRYME has several new NoiseMaster products in the near-term pipeline, with plans to roll more out in the coming months.

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## About PRYME

Headquartered in Brea, CA, PRYME® is a foremost manufacturer of specialized mobile communication accessories for professionals in every industry sector. PRYME designs, engineers, and builds premium quality wireless and wired audio accessories, which support virtually every two-way radio model and push-to-talk over cellular (PoC) application. PRYME is known for innovating new technologies and developing customized products to meet almost any end-user need. PRYME President and Chief Technologist Dave George is an industry thought leader who has been published extensively, holds 29 patents, and is the inventor of multiple award-winning PRYME products. Learn more at [www.pryme.com](http://www.pryme.com). Follow PRYME® on [Facebook](https://www.facebook.com/PRYME) and [LinkedIn](https://www.linkedin.com/company/PRYME).

