

**Worlds' First Transmitter
with BE's exclusive SiCore™ technology**

AMX The Transmitter that Pays You Back!



A 5 kW AM transmitter rejects roughly 4 kW of heat into the room around the clock. Your air conditioning removes it, and your electric bill pays for both. The BE AMX cuts the power going in and the heat coming out — and on a typical upgrade it pays for itself out of the savings.

5 kW
in 5 Rack Units

~65 lbs.
Ships UPS® / FedEx®

86%
AC to RF Efficiency

6 dB
MDCL Standard

HD/DRM
Digital Ready

~3 YEARS
Cash payback from energy
& maintenance savings

\$10.2K/YR
Typical total annual cash savings
(energy + HVAC + maintenance)

\$155k
Cumulative savings over 15 years
vs. keeping your current unit

\$300/Mo
Operating savings exceed lease payment
- positive cash flow day one.

Where the Savings Come From

- **Higher efficiency**
86% AC-to-RF means less power bought to put the same signal on the air.
- **MDCL standard, up to 6 dB**
Reduces carrier power during quiet passages with no effect on audio or coverage. FCC-authorized for AM — not experimental.
- **Lower cooling load**
HVAC is typically 10–15% of a site's electric bill. A cooler transmitter cuts that too.
- **Less maintenance**
Roughly \$1,000/yr expected vs. ~\$3,000/yr on an older unit. Fewer moving parts, no tubes.
- **Gear you don't buy**
Front-panel modulation metering replaces an outboard mod monitor; regulated supplies replace an external voltage regulator.

Less Risk, Fewer Surprises

- **Built to survive transients**
First AM transmitter on silicon carbide, with a Safe Mode that protects the amplifier within one RF cycle (~1 microsecond) of a lightning or arc event.
- **Stays on the air**
Three redundant power supplies: lose one and you hold above 2 kW; lose two and you hold over 500 watts.
- **Lower price to acquire**
Lists below comparable new transmitters at every AM power level.
- **Installs like a parcel**
5 kW in five rack units at about 65 pounds. It ships UPS or FedEx to your studio and one person racks it. A comparable transmitter in this class is a 500-plus-pound floor cabinet that needs a liftgate truck and a scheduled trip to the site to receive it — freight that can run several times the AMX's shipment.
- **Proven maker, current design**
BE has built reliable AM transmitters from 500 watts to 10 kW since the early 1990s. The AMX is designed, built, and supported in Quincy, Illinois.

Illustrative example: 5 kW station, dense-music format, 6 dB MDCL, ~17.6¢/kWh, 24/7 operation, compared with a typical older transmitter near 65% efficiency. Lease figures based on the published BE AMX program. Actual savings depend on your utility rate, programming, operating hours, and site. Planning estimate — not a quote.