

# Interactive Broadcast Technology Pioneer LDR Appoints Feintuch Communications as Agency of Record

NEW YORK and CLEVELAND, Feb. 13, 2013 /PRNewswire/ -- LDR ([www.LDRInteractive.com](http://www.LDRInteractive.com)), a global leader in interactive broadcast technology, has tapped Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) as its public relations agency of record.

Headquartered in Cleveland and with sales and customer support offices in Dallas, LDR is broadly recognized as the pioneer of radio crowdcasting technology that allows radio listeners to become real-time collaborators in on-air programming by voting to help control on-air content.

"Founded in 2009, LDR has quickly become the global standard in audience interactivity marrying broadcast technology with social and digital media," said Henry Feintuch, president, Feintuch Communications. "Now, as the company accelerates its domestic and international expansion, we will help to get the word out about its products and services to new audiences and markets."

"More than 160 radio stations, networks and broadcast groups, including Clear Channel Radio, Cox Media Group and Hubbard Radio have partnered with LDR to provide interactive broadcast technology to drive ratings, revenue and web traffic," said Daniel Anstandig, president, CEO and co-founder of LDR. "The team at Feintuch Communications has extensive experience in radio and interactive technologies including past work for Arbitron and many other technology companies. We've been impressed with their industry knowledge and insights and senior practitioner commitment to our business."

## About LDR

LDR is a global leader in innovative interactive broadcast technology. Its LDR.1 and LDR.Takeover platforms are on the air at over 160 radio stations, networks, and broadcast groups in the USA, Canada, Europe and Asia, reaching over 50 million listeners monthly. LDR empowers listeners to become real-time collaborators in on-air programming, automatically adjusting content based on audience input. LDR's new TopicPulse system provides valuable real-time information to newsrooms and content producers on what topics are getting local social buzz. More information is available on LDR at <http://www.LDRInteractive.com>.

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance ([www.PRWorldAlliance.com](http://www.PRWorldAlliance.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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