



## ADTHOS USES AI TO REVIVE THE SOUND OF 1960'S NEW YORK RADIO

New York and Amsterdam, 10 January 2024

**Leading AI Audio Platform Adthos has released a new demo showcasing the latest technologies in AI generated music and images. Not meant as a commercial offering for the creation of jingles, this homage simply celebrates one of the radio jingle greats, PAMS Productions.**

PAMS Productions was a Dallas-based company renowned for creating some of the most memorable jingles and radio station identification packages from the 1950s to the 1970s. They were particularly well-known in the radio industry for their work in creating distinctive and catchy jingles that helped radio stations establish a unique sound and brand identity.

The company's innovative approach often involved the use of a signature melody or motif that would be adapted and customized for different radio stations. This allowed each station to have a unique yet recognizable sound. PAMS was a pioneer in this field, and their jingles were used by radio stations all over the world, contributing significantly to the distinctive sound of radio broadcasting during that era. Their work remains influential and is often studied and celebrated by those with an interest in the history of broadcasting and audio branding.

Using PAMS Productions legendary WABC 'where the action is' jingles made famous in the 1950's and 1960's as the inspiration, Adthos has created a variety of jingles that include speech and music and packaged into a promo video (featuring AI imagery) which you can experience [here](#).

Raoul Wedel, CEO of Adthos says, "*This tribute has been created as a homage to one of the great radio jingles and is purely a fun way for us to demonstrate just what is possible with today's AI technology*".

To experience more of what Adthos can do, apply for a free trial [via the website](#).

**END**

### **About Adthos:**

Adthos is a leading AI Audio Platform, utilizing the latest in AI voice, text-to-speech and other AI technologies. The company is dedicated to developing innovative tools that help publishers and broadcasters and content creators streamline their processes and expand their reach to global audiences. For more information, visit [www.adthos.com](http://www.adthos.com) or contact [press@adthos.com](mailto:press@adthos.com).

### **About PAMS:**

PAMS was founded in 1951 and was the first production company to specialize in the creation and syndication of station identification jingle packages for radio and TV stations. The sound of PAMS jingles was an unmistakable part of top-40 radio in the 1950s, '60s and '70s. This classic material, and the history behind it, lives on <http://pams.com>