



Media Contacts:

Heather Ball/Kate Lee
D. Pagan Communications, Inc.
+1 631-659-2309, ext. 19/ ext. 21
heatherb@dpagan.com

Company Contact:

Christina H. Carroll
Vice President, Sales & Marketing
+1 717-735-3611
christina@linearacoustic.com

FOR IMMEDIATE RELEASE

**LINEAR ACOUSTIC FEATURES LOUDNESS CONTROL/MONITORING SOLUTIONS
AT BROADCAST INDIA 2009**

MUMBAI, INDIA – OCTOBER 26, 2009 – **Linear Acoustic**, the leading authority in loudness control and upmixing solutions for digital television, is featuring its AERO.air™ 10-Channel Transmission Loudness Manager and L.A.M.B.D.A. Professional Digital Audio and Metadata Monitor at the **2009 Broadcast India Convention**, October 29-31, 2009 in Mumbai, India (Booth H-810).

“With HDTV just starting to take hold in India, Linear Acoustic would like to make sure that broadcasters are prepared to handle the loudness issues typically associated with the switch to HDTV from day one,” says Christina Carroll, vice president of sales and marketing for Linear Acoustic. “By addressing loudness control early on, broadcasters in India can ensure that they will have a smooth transition to HDTV.”

The **AERO.air (5.1) 10-Channel Transmission Loudness Manager** is the world’s first TV audio processor to feature built-in Dolby® Pulse (Dolby’s implementation of HE AAC), and Dolby Digital (AC-3) encoding. The AERO.air (5.1) unit is a third-generation solution designed to deliver 5.1 channel surround sound from a stereo source while maintaining balanced signal levels between all broadcast programming. Saving time, money and space, this key addition allows broadcasters to install one simple, easy-to-use unit to handle complete audio processing and encoding for local, network and EAS broadcasting. Incorporating an HD/SD-SDI input, this solution also provides air-proven dynamics processing to allow seamless integration of local two-channel audio and network 5.1 audio.

Designed to enable audio and metadata monitoring throughout the entire broadcast chain, the Linear Acoustic **LAMBDA Professional Digital Audio and Metadata Monitor** displays and reproduces up to 16 audio channels from AES or embedded HD/SD-SDI input. The system accepts audio metadata via 9-pin serial input or extracts it from the VANC space of an applied HD-SDI input. Audio and metadata are displayed in combination to allow for accurate monitoring. Included loudness monitoring per ITU BS.1770 enables operators to verify program loudness quickly and accurately.

(more)

For more information about Linear Acoustic loudness products, visit Booth H-810 at the Broadcast India Convention in Mumbai, India, or online at www.linearacoustic.com.

About Linear Acoustic:

Linear Acoustic is the leading authority in multichannel loudness control, upmixing, and distribution solutions for digital television. The company designs and manufactures the AERO range of audio processing solutions, e2™ (e-squared) multichannel audio backhaul and distribution, and MetaMAX™ metadata processing products and licenses key technologies to OEM partners. The company is actively involved in standards and practices creation within the ATSC and other international standards groups, is a member of the AES and IEEE, is a sustaining member of the Society of Motion Picture and Television Engineers (SMPTE), and is a premier member of the Sports Video Group. Linear Acoustic is also proud to have provided its UPMAX:neo™ 5.1-channel upmixer and technical services for NBC's coverage of the 2008 Beijing Summer Games. Linear Acoustic is a member of the Telos group of companies along with Omnia and Axia. More information about Linear Acoustic is available at www.linearacoustic.com.

###