



**Media Contacts:**

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

**Company Contact:**

Christina H. Carroll  
Vice President, Sales & Marketing  
+1 717-735-3611  
[christina@linearacoustic.com](mailto:christina@linearacoustic.com)

**FOR IMMEDIATE RELEASE**

**LINEAR ACOUSTIC CARBON™ HYBRID METADATA LOUDNESS CONTROLLER  
TAKES HOME *TV TECHNOLOGY EUROPE* STAR AWARD AT IBC 2009**

**AMSTERDAM, NETHERLANDS, OCTOBER 5, 2009** – Linear Acoustic, the leading authority in loudness control and upmixing solutions for digital television, unveiled its new CARBON Hybrid Metadata Loudness Controller at IBC 2009, winning a coveted *TV Technology Europe* STAR (Superior Technology Award Recipient) award for the ground-breaking solution.

“We are thrilled that our CARBON solution has received such positive feedback from *TV Technology Europe’s* editors as well as the IBC attendees at large,” says Tim Carroll, president and founder of Linear Acoustic. “With CARBON, our goal was to make the ease of fixing loudness control a reality for broadcasters while also preserving original audio content. The STAR award is an honor for our company and a testament to industry demand for solutions like CARBON, which leverage sound technology and offer more options when it comes to loudness control.”

The Linear Acoustic CARBON product was selected for a STAR award by the editorial staff of *TV Technology Europe*. Editors from the publication walk the IBC show floor previewing new solutions before finally selecting an elite group of 25 award recipients. To be considered for a STAR award, a product must demonstrate an ability to advance the acquisition and distribution of entertainment and information across the media spectrum.

“STAR awards are given to interesting new products that help a user save money or accomplish a task in an easier way,” says Mark Hallinger, editor of *TV Technology Europe*. “The products selected help advance the industry - some were chosen because of technical novelty or innovation, some because they filled an important gap in the production or transmission chain, and some because they were just cool products.”

The CARBON loudness control solution features a patent-pending hybrid process that combines loudness control and audio encoding, allowing an infinitely variable adjustment between permanent and

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reversible control of source audio loudness and dynamic range. Capable of working with any audio codec that supports metadata, the premier version of CARBON maximizes the effectiveness of metadata within the Dolby® Digital (AC-3) system. CARBON also accepts encoded or baseband PCM audio via AES or HD/SD-SDI connections, and optionally supports processing of audio at the transport stream level via DVB-ASI connections. MPTS via Gigabit Ethernet (GigE) will be supported for cable and satellite applications.

**About TV Technology Europe:**

*TV Technology Europe* is the region's leading magazine for broadcast technology. The magazine is published by NewBay Media. See [www.nbmedia.com](http://www.nbmedia.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](http://www.linearacoustic.com).

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