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**For Immediate Release**

## **Linear Acoustic Recognized in China for Contribution to Technological Progress of the Audio Industry**

**LANCASTER, Pa. — April 6, 2009** — Linear Acoustic has been recognized by the Ministry of Science, the China Radio and TV Equipment Industrial Association, and other organizations for its contributions to the technological progress of the audio industry. The Linear Acoustic AERO.air™ 10-channel transmission loudness manager and LAMBDA™ professional digital audio and metadata monitor were each honored with China's 2008 Radio and TV Technology Innovation Award in the Product Innovation category. The awards were recently presented in a ceremony at Beijing's Great Hall of the People.

“In 2009, China's broadcast industry will augment the domestic demand and provide various business opportunities and strong growing power for enterprises. We must continue to stick to the route of reform and development, as well as continue to seek out new contributions for promoting the development of China's broadcast industry,” said Mr. Zhang Zhijian, honorary chairman of the China Radio and TV Equipment Industrial Association and director of the Technology Innovation Award Committee. “The China Radio and TV Equipment Industrial Association is pleased to award the China Radio and TV Technology Innovation Award to Linear Acoustic for its demonstration of product innovation and for its contributions to the technological progress of the broadcast industry.”

“It is an honor to have both the Linear Acoustic AERO.air and LAMBDA recognized by the China Radio and TV Technology Innovation Awards,” said Christina Carroll, vice president of sales and marketing for Linear Acoustic. “Winning these prestigious awards

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demonstrates that Linear Acoustic is a world-leading authority in audio loudness control and monitoring solutions.”

The AERO.air is the third-generation award-winning digital television audio processor from Linear Acoustic. AERO.air enables broadcasters to deliver compelling 5.1-channel surround sound while saving time, money, and space. It is also the world’s first TV audio processor to feature built-in Dolby® Digital (AC-3) encoding.

The comprehensive AERO.air is equipped with multiple loudness controllers, dual upmixers, and metadata management, as well as full-time two-channel downmixing to support legacy stereo or analog paths. Built-in AutoMAX-II™ processing detects incoming audio and automatically upmixes only when necessary, producing a full-time compelling 5.1-channel output. The processor accepts 5.1-channel network audio, two-channel local audio, SAP/DVS, and digital or analog auxiliary/EAS audio for processing. Available options include HD/SD-SDI input for de-embedding any of the possible 16 audio channels and vertical ancillary (VANC) metadata, internal 5.1+2 dual Dolby Digital (AC-3) encoders, and CrowdControl™ dialogue protection.

With the LAMBDA professional digital audio and metadata monitor, Linear Acoustic demonstrates its comprehensive understanding of audio and metadata throughout the entire broadcast chain, from production to consumer. LAMBDA 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. Additionally, loudness monitoring per ITU BS.1770 enables operators to verify program loudness quickly and accurately.

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#### **About Linear Acoustic**

Linear Acoustic, a Telos company, is the leading authority in loudness control and upmixing solutions for digital television. The company designs and manufactures the award-winning AERO range of audio processing solutions and licenses key technologies such as UPMAX 5.1-channel upmixing to OEM partners. The company participates in standards work within the AES, IEEE, BKSTS, and EBU; is a member of the ATSC; and is a sustaining member of the Society of Motion Picture and Television Engineers. Linear Acoustic is also proud to have provided its

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UPMAX:neo™ 5.1-channel upmixer for NBC's coverage of the Beijing Summer Games. More information is available at [www.linearacoustic.com](http://www.linearacoustic.com).

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