



***Visit Linear Acoustic at the 2009 NAB Show, Booth N1725***

**Linear Acoustic Contact:**  
Christina H. Carroll  
Vice President, Sales & Marketing  
Tel: +1 717-735-3611  
E-mail: christina@linearacoustic.com

**Agency Contact:**  
Netra Ghosh  
Wall Street Communications  
Tel: +1 801-266-0077  
E-mail: netra@wallstcom.com

**For Immediate Release**

## **Linear Acoustic Adding Dolby® Pulse Encoding to its Flagship AERO.air™ Transmission Loudness Manager**

***Supports Both Terrestrial and Mobile DTV Formats***

**LANCASTER, Pa. — April 16, 2009** — At the 2009 NAB Show this month, Linear Acoustic is demonstrating one of the first implementations of Dolby® Pulse (Dolby's implementation of HE AAC) audio coding system at the ATSC Mobile DTV pavilion. The AERO.air™ Transmission Loudness Manager is currently available with Dolby Digital encoding and will expand to include the new Dolby Pulse later this year.

"We are excited to work with Linear Acoustic as one of the first integrators of Dolby Pulse encoding into their AERO.air using our Cat. No. 561 OEM module," said Larry Schindel, associate product manager of broadcast products at Dolby Laboratories.

Engineered on the foundation of the company's supremely successful first-generation digital television processors, the AERO.air system enables broadcasters to deliver compelling and controlled 5.1-channel surround sound while saving time, money, and space.

"The AERO.air accepts stereo or 5.1 channel audio and delivers Dolby Digital, and will now also be capable of simultaneously producing Dolby Pulse encoded bit streams," said Tim Carroll, founder and president of Linear Acoustic. "This allows stations to install one simple box that will handle all of their terrestrial and mobile audio processing and encoding needs."

*More...*

The comprehensive AERO.air solution is equipped with a loudness controller, upmixer, and metadata manager, as well as full-time, two-channel downmixing for mobile services. Built-in AutoMAX™ processing automatically and smoothly upmixes stereo audio while passing 5.1 channel audio untouched.

As the industry's leading provider of integrated DTV audio processing and transmission solutions, Linear Acoustic recommends the correction of level and format anomalies as soon as they can be detected in the broadcast chain in order to maintain quality and ensure program consistency.

AERO.air is part of a wider Linear Acoustic initiative to provide a comprehensive range of solutions that will allow broadcasters to ensure that content conforms to on-air standards while preserving the quality of the original content.

The ATSC Mobile DTV pavilion will be located at booth C8546C in the Las Vegas Convention Center's Central Hall and will be open Monday through Wednesday, April 20 – 22, from 9 a.m. to 6:00 p.m. and Thursday, April 23 from 9 a.m. to 4:00 p.m.

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#### **About Dolby Laboratories**

Dolby Laboratories (NYSE:DLB) is the global leader in technologies that are essential elements in the best entertainment experiences. Founded in 1965 and best known for high-quality audio and surround sound, Dolby creates innovations that enrich entertainment at the movies, at home, or on the go. Visit [www.dolby.com](http://www.dolby.com) for more information.

#### **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 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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