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FOR IMMEDIATE RELEASE

**LINEAR ACOUSTIC BRINGS AERO.ONE™, AERO.QC™ AND PAMBDA™
LOUDNESS CONTROL AND MONITORING SOLUTIONS
TO BES EXPO 2010, NEW DELHI, INDIA**

NEW DELHI, INDIA – JANUARY 27, 2010 – Linear Acoustic, the leading authority in loudness control and upmixing solutions for digital television, is featuring its **AERO.one™ TV Audio Loudness Manager**, **AERO.qc™ Audio Quality Controller** and **PAMBDA™ Audio and Metadata Monitor** products at this year's Broadcast Engineering Society (BES) Expo held January 29-31 in New Delhi, India (Booth 60).

"We're excited to continue the expansion of the Linear Acoustic into India, especially as the country prepares to broadcast the Commonwealth Games in HD," says Christina Carroll, senior vice president of global sales for Linear Acoustic. "The AERO.one, AERO.qc and PAMBDA represent our most cost-effective solutions for television audio loudness control and monitoring. As the demand for digital SD and HD services continues to grow in India, so too will the need for broadcasters to manage their audio loudness."

The Linear Acoustic **AERO.one TV Audio Loudness Manager** provides transmission control for mono or stereo analog, stereo AES, and 5.1 surround digital to prevent uncomfortable loudness shifts. When used for surround, it provides compelling surround sound from stereo sources, and includes downmixing of surround to stereo for quality monitoring or distribution to stereo services. Options include dual redundant power supplies, HD/SD-SDI audio I/O, and CrowdControl™ dialogue protection processing.

The **AERO.qc Audio Quality Controller** allows users to monitor and fix loudness problems automatically in real time in production or as audio enters the plant for ingest. The AERO.qc couples the ITU-R BS.1770 loudness-measurement standard with proprietary signal analysis techniques to evaluate content and make adjustments. Operator intervention can range from full control of measurement and audio adjustment to highly automated processing that requires little oversight. Full-color front-panel metering provides comprehensive real-time loudness indication. Options include Dolby® E/AC-3 decoding, additional advanced production upmixing algorithms, AERO-style multiband loudness and dynamic range

(more)

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control, multichannel analog output with speaker EQ, and HD/SD-SDI input and output. A hardware remote volume and speaker control is available separately.

PAMBDA Professional Audio and Metadata Monitor is a one-rack unit monitoring tool for up to eight channels of AES or SDI mono, stereo, or surround audio, with comprehensive display, internal speakers and a headphone output. Developed through a partnership with the TSL Professional Products Group, PAMBDA builds off the popular look and feel of the Linear Acoustic 2RU LAMBDA™ Professional Digital Audio and Metadata Monitor.

For more information about the products Linear Acoustic will showcase at BES, visit Linear Acoustic at Booth 60 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 and loudness control 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 as a member of the ATSC and by participating in other international standards groups, 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 provided its UPMAX:neo™ 5.1-channel upmixer and technical services for NBC's coverage of the 2008 Beijing Summer Games and is proud to be providing new technology and services for the 2010 Vancouver Winter 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.

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