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**FOR IMMEDIATE RELEASE**

**LINEAR ACOUSTIC CARBON™ RECEIVES 'SALUTE' FROM GOVERNMENT VIDEO**  
*Recent Award Marks Third Win For Company's Hybrid Metadata Loudness Controller*

**LANCASTER, PA, JANUARY 6, 2009** – Linear Acoustic, the leading authority in loudness control and upmixing solutions for digital television, has received the *Government Video* SALUTE Award for its new CARBON Hybrid Metadata Loudness Controller. The award, which was presented to Linear Acoustic during the recent Government Video Expo 2009 in Washington D.C., is the third 'editors choice' honor for the new CARBON solution.

"Our CARBON Hybrid Metadata Loudness Controller has been selected time and again for its groundbreaking technology and potential to make broadcasters' lives easier," says Tim Carroll, president and founder of Linear Acoustic. "With the CALM act on the table, loudness control has been at the forefront of many broadcasters' minds this year, whether they work at a small TV station or for a major public agency. The SALUTE Award is another 'thumbs up' that Linear Acoustic is on the right track when it comes to being first to market with the intelligent technology and innovations that will help station engineers regulate loudness control and improve workflows, at all kinds of companies and in all kinds of situations."

Now in its 12<sup>th</sup> year, the SALUTE Award is designed to celebrate and showcase the outstanding technological innovations in products available to professionals working in or with government agencies. A panel of judges consisting of *Government Video* magazine staff and contributors reviewed a variety of products, examined the technical applications and their overall contributions to the industry, and then selected the Linear Acoustic CARBON as one of 13 elite award winners.

"Every year, GV Expo showcases hundreds of new products and services for audio and video users in the public sector," says Sanjay Talwani, *Government Video* editor. "Walking the show floor in search of the most innovative technologies is always a highlight of the Expo for us, and we're proud to recognize products and services that can help government video users and producers perform their missions more effectively and better serve the public in more and more ways."

(more)

## LINEAR ACOUSTIC CARBON™ HYBRID METADATA LOUDNESS CONTROLLER MARKS THIRD AWARD WIN WITH *GOVERNMENT VIDEO* 'SALUTE' AWARD/PAGE TWO

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 reversible control of source audio loudness and dynamic range. CARBON's technology also allows the original audio content to be preserved during broadcaster regulated loudness control. 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. For more information on CARBON, please visit <http://linearacoustic.com/carbon.htm>.

### **About Government Video:**

*Government Video* ([www.governmentvideo.com](http://www.governmentvideo.com)) is the industry's leading magazine for video users and producers in the public sector and is celebrating its 13th year covering the industry. The magazine is published by NewBay Media LLC, the world's largest publisher of audio and video publications.

### **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, e<sup>2</sup>™ (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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