



Media Contacts:

Heather Ball/Kate Lee
D. Pagan Communications, Inc.
+1 631-659-2309, ext. 19/ ext. 21
heatherb@dpagan.com/katel@dpagan.com

Company Contact:

Christina H. Carroll
Senior Vice President, Global Sales
+1 717-735-3611
christina@linearacoustic.com

FOR IMMEDIATE RELEASE

LINEAR ACOUSTIC LAUNCHES 2010 HEAR FACTOR TOUR
Presentation Addresses Television Loudness Control Issues
Including ATSC Recommended Practices and the Pending CALM Act

LANCASTER, PA. – JANUARY 20, 2010 – Linear Acoustic, the leading authority in loudness and surround sound control solutions for digital television, kicked off its 2010 Hear Factor Tour with a presentation at the Society of Broadcast Engineers (SBE) Chapter 36 meeting in San Diego CA on January 13. This tour expands on loudness control issues discussed in the company's successful 2008-2009 Myth Busters Tour. Presented at local SBE and SMPTE meetings across the U.S., the tour includes presentations and discussions led by audio experts from Linear Acoustic.

Hear Factor focuses on understanding the need for loudness metering and control in television audio, from original content creation, to ingest, to final transmission. It also demonstrates some of the "gotchas" of metadata including DIALNORM, and how stations can use upmixing of stereo to surround so that their sound doesn't collapse when transitioning from network to local programming.

The presentation will examine the reasoning behind the recently published ATSC Recommended Practice A/85, "Techniques for Establishing and Maintaining Audio Loudness for Digital Television," and reveals simple and effective means for broadcast facilities to implement the practices. The Commercial Advertisement Loudness Mitigation Act (CALM) legislation H.R.1084 and S.2847 passed by the U.S. House and pending in the Senate directly references A/85, mandating the FCC to enforce the recommended practices.

"In the current economic climate, many station chiefs are having to work with very tight capital equipment budgets," explains Ed Simeone, vice president of U.S. sales for Linear Acoustic and one of the presenters on the Hear Factor Tour. "This combined with the pending CALM Act is leaving many stations unsure as to how to comply with the ATSC A/85 recommendations, or if their current audio processing equipment will do the job. The Hear Factor tour looks to take the fear factor out of a station's audio processing and monitoring decisions."

(more)

From their work across the country developing loudness control and audio monitoring solutions for major broadcast networks and local affiliates, Simeone, as well as the other Hear Factor presenters (Linear Acoustic Field Applications Engineer Hal Buttermore and Director of Major Business Development Don Cardone) have firsthand experience of what broadcasters today are facing and can offer practical advice relating to loudness control. For location information or to book a spot on the Hear Factor Tour, please visit: www.linearacoustic.com/hearfactor.htm.

Upcoming Hear Factor Tour Dates and Locations

- January 28 – Dallas, TX
- June 30 – San Francisco

Please continue to check the Linear Acoustic website for additional tour dates.

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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