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For Immediate Release

Linear Acoustic UPMAX:neo™ Nabs Pick Hit Award From Broadcast Engineering Magazine

LANCASTER, Pa. — April 29, 2008 — Linear Acoustic, a manufacturer of customer-centric multichannel sound solutions for digital broadcast, today announced that its UPMAX:neo™ 2-channel to 5.1-channel surround upmixer has been honored with a Pick Hit Award from Broadcast Engineering magazine.

With a 24-year history of recognizing innovative technology shown at the NAB convention and exhibition, the Pick Hit Awards are the industry's longest running new technology awards. Winners are selected by an anonymous panel of Broadcast Engineering readers who are working professionals in the broadcast, post, network, and satellite industries. The UPMAX:neo was selected among Pick Hit winners because it makes a positive impact on the intended user's everyday work, offers substantial improvement over previous technology, and is available at a price that is within the reach of intended users.

The Linear Acoustic UPMAX:neo eases the production of 5.1-channel audio programs by creating an infinitely adjustable multichannel signal that is completely downmix compatible. Serving as a surroundfield synthesizer, the system also provides the most effective and compatible solution for integrating legacy 2-channel material into today's 5.1-channel programs.

Based on the award-winning upMAX 2251 product, the new UPMAX:neo shrinks the footprint to a compact, roadworthy 1RU chassis. Additional upmixing choices are added to the original upMAX algorithm for increased flexibility in post production applications. Metadata input is standard, along with GPI inputs to control upmixing.

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Available options for the UPMAX:neo include an 8-channel monitoring-grade balanced analog output with remote volume, mute, and return to reference inputs. Future options will include software remote control, built-in metadata generation, and HD-SDI I/O allowing for embedding and de-embedding of audio channels.

“Creating consistent, high-quality 5.1-channel audio can be extremely challenging, but the UPMAX:neo makes it simple, processing both 5.1 audio and legacy 2-channel audio to ensure that viewers experience a continuous 5.1 sound field,” said Tim Carroll, Linear Acoustic president. “Broadcasters are requesting the UPMAX:neo to ensure delivery of premium content with quality 5.1 audio, and this prestigious award from Broadcast Engineering reflects the value the UPMAX:neo provides in today’s digital broadcast environment.”

More information about the UPMAX:neo and other Linear Acoustic products is available at www.linearacoustic.com.

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About Broadcast Engineering

Broadcast Engineering is aimed at the market that includes corporate management, engineers/technicians and other management personnel at commercial and public TV stations, post-production and recording studios, broadcast networks, cable, telephone and satellite production centers, and networks. Broadcast Engineering is published monthly, except semi-monthly in May and December. More information is available at www.broadcastengineering.com.

About Linear Acoustic

Linear Acoustic provides innovative, customer-centric solutions for managing multichannel surround sound audio and loudness issues in digital broadcast. The company designs and manufactures the acclaimed AEROMAX™, StreamStacker™, and MetaMAX™ line of products, and licenses key technologies to OEM partners. It has been involved worldwide in projects with all major U.S. terrestrial networks, multiple local stations, and companies including Dolby Laboratories, Sirius Satellite Radio, Microsoft, HBO, Viacom (Showtime, MTV, etc.), Disney (ABC, ESPN), Sony Studios, and others. It is also actively involved in the ATSC, the NRSC, and other industry organizations, as well as being members of the AES, IEEE, and a sustaining member of the Society of Motion Picture and Television Engineers. More information is available at www.linearacoustic.com.

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