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FOR IMMEDIATE RELEASE

**LINEAR ACOUSTIC CARBON™ HYBRID METADATA LOUDNESS CONTROLLER
SELECTED AS *PRO SOUND NEWS EUROPE'S* 'PICK OF IBC' AT 2009 SHOW**

AMSTERDAM, NETHERLANDS, NOVEMBER 10, 2009 – Linear Acoustic, the leading authority in loudness control and upmixing solutions for digital television, has been named a *Pro Sound News Europe* 'Pick of IBC' winner for its new, innovative CARBON Hybrid Metadata Loudness Controller.

Linear Acoustic CARBON was selected to be a part of an elite group of ten products named as "Pick of IBC" honorees. With loudness control as a major area of focus for broadcasters worldwide, several journalists from *Pro Sound News Europe* toured the show floor to find the most exciting new loudness control and audio offerings to feature as part of the annual list. In selecting CARBON as a "Pick of IBC," *Pro Sound News Europe* editors described the solution as a "standout audio leveling product at IBC09, using metadata to control variations in loudness and dynamic range in production chains that include an AC-3 encoder and the Linear AERO™ controller."

"We are delighted that CARBON has been selected by the editors at *Pro Sound News Europe* for their exclusive editor's 'Pick of IBC' list," says Tim Carroll, president and founder of Linear Acoustic. "With CARBON, loudness and dynamic range challenges are solved and content quality is preserved. We are honored to be recognized for our efforts in developing sophisticated solutions that make the lives of broadcasters easier while simultaneously enhancing the viewer experience at home and protecting the artistic intent of program producers."

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. 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.

(more)

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About *Pro Sound News Europe*:

Since 1986 *Pro Sound News Europe* has continued to head the field as Europe's most respected news-based publication for the professional audio industry. *Pro Sound News Europe's* editorial focuses on the following core areas: recording, post-production and mastering technology facilities and applications; software developments and releases; audio for broadcast; sound reinforcement; installed sound; and new products across all sectors. The magazine also carries reviews, listings for studios and live events, in-depth profiles, industry appointments, industry survey results, and more, making it vital reading for everybody in pro audio. Visit <http://prosoundnewseurope.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 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 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.

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