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**FOR IMMEDIATE RELEASE**

**LINEAR ACOUSTIC UPMAX™ TECHNOLOGY KICKS SPEED NETWORK INTO OVERDRIVE**

**CHARLOTTE, NC OCTOBER 19, 2009** – Linear Acoustic, the leading authority in loudness control and upmixing solutions for digital television, is helping the FOX-owned SPEED Network bring the action and excitement of motor sporting events to viewers' living rooms via the company's UPMAX™ 5.1 channel upmixing technology.

SPEED is the nation's first and foremost cable television network dedicated to motorsports and the passion for everything automotive, including NASCAR coverage. The video and audio sources for races, events and programming vary greatly, so the network's Charlotte, NC facility required a means of easily bringing consistency to the 5.1 content going out as well as the ability to upmix any stereo content being provided prior to broadcast. Linear Acoustic UPMAX technology was chosen to handle the task.

The Linear Acoustic UPMAX technology is provided via a Cobalt Digital 9305 embedded audio delay processor. The innovative audio processor creates an infinitely adjustable multichannel signal that is completely downmix-compatible and also serves as a uniquely effective solution for integrating legacy two-channel material into today's 5.1 channel programs. This provides consistent, compelling audio for SPEED Network viewers listening in 5.1 while downmixing perfectly for those listening in stereo.

For more information on the SPEED Network, visit, [www.speedtv.com](http://www.speedtv.com). For more information on Linear Acoustic, visit [www.linearacoustic.com](http://www.linearacoustic.com).

**About Linear Acoustic:**

Linear Acoustic is a 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™

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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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