



EEG TO DEMONSTRATE 3D OPEN CAPTIONING AND TITLING SOLUTION AT NAB SHOW 2010

*Pioneering System for Authoring and Displaying 3D Open Captions
will be on Display at EEG Booth #SL9210*

NAB SHOW 2010, BOOTH # SL9120: EEG (www.eegent.com), the industry leader in HD workflow and closed captioning, will be presenting demonstrations of its pioneering 3D closed captioning solution, the DE280-3D, throughout NAB Show 2010.

“Mapping out practical solutions for 3D content delivery is a priority to broadcasters at NAB this year,” says Philip McLaughlin, President of EEG. “EEG will present the first complete workflow for creating 3D VOD content that meets captioning accessibility requirements. Our daily demonstrations will answer many of the industry’s questions about meeting today’s requirements, while simultaneously addressing upcoming standards for closed captioned content.”

The DE280-3D creates professional HD quality open caption displays with configurable z-plane offsets that can be keyed seamlessly into side-by-side, over-under, or dual video production formats. A companion authoring workflow will be presented, allowing specification of the offsets through simple extensions of existing caption and subtitle creation methodologies.

The EEG 3D Captioning System demonstrated can be put to use immediately for 3D VOD content, utilizing an open captioned stream to meet accessibility requirements. The EEG 3D authoring and encoding workflow also provides a path to future linear play-out closed captioning methodologies, as consumer decoder standards are finalized and implemented.

“EEG’s leadership in closed captioning is well established,” concludes Philip McLaughlin. “With the imminent onset of 3D, our experience in all aspects of titling will be a major asset to broadcasters looking ahead to captioning compliance for all formats.”

-more-

The complete range of EEG hardware and software will be at NAB Show 2010. On display will be its full line of industry-leading solutions for HDTV captioning, HD VANC data insertion, NTSC captioning, caption data bridges, network alert systems, CGMS-A and V-chip monitors, VBI control systems, and analog-to-SDI VBI bridges.

###

Visit EEG at Booth # SL9120 throughout NAB2010 to learn more about the full range of captioning solutions from EEG. Or Call S. Eric McErlain, Sales Director for EEG, at 516-293-7472 extension 102 to schedule a demonstration at the Show.

About EEG:

EEG offers the most complete line of Closed Captioning, XDS (V-Chip) and ancillary data encoders, decoders and software for the broadcast, post production, and educational industries. The company's 25+ years of experience in the fields of Closed Captioning and ancillary data distribution provides the most stable equipment base available. In addition, EEG's continuing participation in various industry working groups allows the company to incorporate and maintain the latest advances in Line 21 technology throughout its product line. EEG products are fully compliant with EIA-608 for analog and digital NTSC video and EIA-708 for HDTV video standards, and are designed and manufactured in the United States of America. For more information, please visit www.eegent.com.

For Further information:

kitalo@imcmarketinggroup.com

IMC Marketing Group

Karen Italo: 631-245-3408e