

USTA CALLS ON CAPTIONCAST FROM EEG TO PROVIDE LIVE CAPTION STREAMING TO MOBILE DEVICES AT 2011 US OPEN

Browser-Based Application Provides Ticket Holders with Full Accessibility to Announcements at America's Premier Tennis Event

FARMINGDALE, NY/FLUSHING MEADOWS, QUEENS: The 2011 US Open was a landmark event for the United States Tennis Association (USTA): This year's Open set an all-time Labor Day attendance mark, and the men's final and semi-final also set attendance records, along with increased TV ratings on CBS Sports.

Another first at this year's Open was the major sports debut of **CaptionCast** from **EEG** (www.eegent.com), an efficient new tool for accessibility compliance in stadiums, arenas, conference centers, and other large-scale live venues. A browser-based mobile application that seamlessly integrates into a facility's captioning authoring system, CaptionCast streams live captioning to smart phones, PDA's, and other hand-held devices of individual event attendees.

In many cases, such as at the USTA's flagship venue Arthur Ashe Stadium, where all of the chair umpire's calls from each match were communicated live via CaptionCast, the system can replace more obtrusive jumbo screen captioning. In addition, because CaptionCast takes advantage of attendees' personal devices, there is no per-user equipment to buy. Attendees receive high-quality text-based accessibility services, while venues incur lower fixed and recurring costs than competing systems.

Enabling the US Open to offer CaptionCast to its ticket holders was a quick and efficient process. First, the CaptionCast workflow is managed through the iCap Realtime Captioning System, which comes standard with purchase or rental of the EEG HD480 Smart Encoder V. An onsite captioner at the US Open listened to the chair umpire's calls live, and then entered caption text remotely into an HD480 hosted at EEG's Farmingdale, NY headquarters. From there, the caption feed was uplinked directly to the CaptionCast internet servers.

A link to the CaptionCast was made available to the public through the EEG CaptionCast website, using a customized event code publicized at the venue; embeddable Javascript widgets are also available for the event or venue's own page. CaptionCast is compatible with all of today's standard mobile browsers, and features low-latency, adjustable-font caption text with a streamlined and easy-to-use interface.

Designed for flexibility, CaptionCast is readily adaptable to a wide range of input/output configurations according to the specific needs of a venue and its event.

Hundreds of fans logged into CaptionCast through the 2011 US Open, clearly demonstrating the application's usefulness for a wide range of live events. "Live venues

-more-

are constantly in search of new ways to enhance the experience for everyone in attendance,” says Philip McLaughlin, President of EEG. “This year’s US Open showed that CaptionCast is a simple and effective tool for events to install, and that fans will engage with the system. We look forward to providing venues and people everywhere with the increased accessibility of CaptionCast.”

###

About EEG:

EEG is the trusted source for essential captioning and HD workflow systems. Based in Farmingdale, NY, EEG’s reputation for innovation in closed captioning has led to a host of advanced new tools for broadcasters, content providers, and post production. Today EEG’s hardware and software drives closed captioning, quality control, affiliate communications, VANC monitoring, AFD, and more. The company is also striving to lead the way in efficient Eco Friendly designs. With over 25 years of experience, EEG’s customer base includes an overwhelming majority of the cable and terrestrial networks, local broadcast stations and post facilities in North America. As the distribution of video and information becomes increasingly complex, the secure solution for streamlining is EEG. For more information, please visit www.eegent.com.

For Further information:

kitalo@imcmarketinggroup.com

IMC Marketing Group

Karen Italo: 631-245-3408