



**FOR IMMEDIATE RELEASE**

**EEG EXTENDS HD480 AND HD485 FUNCTIONALITY WITH  
NEW ACTIVE FORMAT DESCRIPTOR CAPABILITIES**

*Extensive AFD Functions Now Available for Broadcasters and Post Facilities,  
for Highly Streamlined HD and HD-to-SD Workflows*

**FARMINGDALE, NY – December 10, 2008:** EEG ([www.eegent.com](http://www.eegent.com)), the pacesetter for closed captioning solutions, has announced the availability of Active Format Descriptor (AFD) insertion capabilities for its HD480 and HD485 closed caption encoders.

This additional functionality, the latest in a series of software upgrades to EEG's next-generation digital closed captioning solutions, provides broadcasters with the tools to achieve highly streamlined HD and HD-to-SD workflows, and enables post facilities to meet new AFD ingest specifications quickly and cost-effectively with versatile multi-purpose equipment.

Properly managing AFD information, the codes that guide DTV receivers, downconverters, and other professional video equipment regarding the display of video of one aspect ratio on a display of another aspect ratio, is becoming increasingly important in state-of-the-art digital workflows. As HD/SD plants migrate to a system of storing all their material in HD only, and converting to SD as necessary for final transmission, EEG's advanced AFD solutions provide an efficient and intuitive path to prepare assets for an optimal and smooth downconversion process. AFD in professional production is a versatile tool that eases workflow and preserves image quality, regardless of whether codes are used only in the plant, or preserved down to the consumer set.

For broadcasters using the EEG HD480, the new software module offers an AFD switching solution which supports manual encoding of fixed-pattern AFD from presets, or dynamic control from an automation server over a local TCP/IP network. Its flexible switching matrix allows broadcasters to create rules for selecting their preferred source of AFD data, based on the presence of automation sources, upstream video signals, and the manually selected presets. In addition, it even enables use of a private CEA-608 XDS protocol for carrying and recovering AFD codes which will pass undetected through other equipment. All functions are configurable via PC over a local web page on the HD480, which includes an auto-refreshing status monitor showing the currently running AFD code and its source.

The HD480 can also be used to bridge frame or field gaps in previously encoded AFD data, preventing switching glitches and other undesired behavior. The HD480 AFD module can be configured to bridge gaps of anywhere from a single frame up to eight seconds of data. The continuity feature creates no additional latency when a new valid code is received.

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Post houses equipped with the EEG HD485 will be able to meet the AFD ingest specifications of their broadcasting customers with a new Windows-based VANC insertion module. This professional-grade software includes a full preset library covering all legal AFD codes. The user simply selects the desired preset in a Windows GUI, and the data is encoded in real-time onto every field of the video signal.

The expansion of AFD functionality follows EEG's recent addition of advanced Audio Metadata software modules for the HD480 and HD485, and the introduction of the comprehensive CCPost suite for vastly enhanced closed captioning workflow at post houses utilizing the HD485.

Highlights of the HD480 include:

- Compatible with the iCap Realtime Captioning System
- Integrated 708 HD closed caption decoder
- Multiple IP Connection capability
- Web-based configuration and monitoring tools
- Supports data entry from a dial-up modem and serial ports
- ... and much more

Features of the EEG HD485 include:

- Easy Windows GUI
- Encodes data from all major caption file formats
- Transfer caption data files to the HD485 via USB drives, networked PCs, email, or FTP downloads
- Record captioning into ECF or SCC file formats with CCRecord
- Accepts LTC time code input
- Supports a wide variety of HD transmission and mastering formats including 1080i, 720p, 480p and 24 PsF
- ...and much more

"As broadcast plants and post facilities continue to refine their HD workflows, advanced solutions are needed," says Philip McLaughlin, President of EEG. "Our latest upgrade, the AFD software module, keeps pace with their requirements, providing the most efficient, intuitive path for managing HD and SD content."

**##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 closed captioning technology throughout its product line. EEG products are designed and manufactured in the United States of America. For more information, please visit [www.eegent.com](http://www.eegent.com).*

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