



FOR IMMEDIATE RELEASE

**EEG IN HD: HD480 SMART ENCODER V AND
DE280 HD CLOSED CAPTION DECODER LEAD DIGITAL TV TRANSITION**

*Broadcasters Advance to Most Efficient Workflow with Advanced Systems from the
Industry Standard in Closed Captioning*

NAB2008, BOOTH # SL11215: EEG (www.eegent.com), the pacesetter for closed captioning solutions, arrives at NAB2008 with the most advanced systems available. Reflecting the expertise of EEG's 25+ years of leadership, the HD480 Smart Encoder V and DE280 HD Closed Caption Decoder are providing broadcasters and post production facilities with the most efficient path to HD closed captioning.

“As the needs of stations and networks continue to evolve, the wide range of solutions from EEG continues to evolve in step with them,” says Philip McLaughlin, President of EEG. “Both our HD480 and DE280 have been implemented at a large number of facilities nationwide since their introduction last year. What used to be your basic decoder is now required to handle multiple tasks: EEG continually updates our systems’ functionality to keep pace with the constant changes of the broadcast environment.”

The **HD480 Smart Encoder V** is EEG’s next-generation digital closed captioning solution, designed with the needs of broadcasters in mind to streamline and integrate the Line 21/HD-VANC encoding process into one powerful box. The HD480 energizes closed caption encoding with a compact and robust new platform designed to support a wide variety of powerful ancillary data software on-board. All HD480s ship with EEG’S iCap™ Realtime Captioning System, which taps the power of IP connections for vastly increased quality, security and manageability. Highlights of the HD480 include:

- Compatible with the iCap Realtime Captioning System
- Simultaneous HD and SD encoding with automatic 708 upconversion
- Integrated 708 HD closed caption decoder
- Multiple IP Connection capability
- Supports data entry from a dial-up modem and serial ports

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Monitoring moves ahead with the **EEG DE280** professional EIA-708 closed caption decoder, which provides a highly advanced HD open caption display for monitoring data quality and standards compliance. Highly configurable, the DE280 is the first professional decoder with the ability to accurately display the advanced style and positioning features defined in the 708 standard. Broadcasters can now monitor with the assurance that the monitor matches the output of consumer decoders. Highlights of the DE280 include:

- Front panel selectable caption display supporting HD Services 1 through 6 and SD Services CC1 through CC4
- User-selectable fonts, colors, and opacity for easy caption reading
- Decode and monitor XDS data, including V-Chip and CGMS-A
- Monitor VANC-embedded Dolby Metadata and Broadcast Flag
- Powerful processor platform to enable a wide variety of custom decoder-based applications

“100% confidence in closed captioning is a must,” concludes Philip McLaughlin. “With the EEG HD480 and DE280, broadcasters are assured of the most reliable and efficient path to HDTV closed captioning.”

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Visit EEG at Booth # SL11215 throughout NAB2008 to learn more about HD480, DE280 and the full range of captioning solutions from EEG.

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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.