

MIAMI DOLPHINS KEEP SUN LIFE STADIUM FANS INFORMED WITH CAPTIONING CAPABILITIES OF EEG HD480 SMART ENCODER V

Powerful Closed Captioning Solution Provides Weekly Crowds of 75,000+ with Full Access to Real Time Information, Announcements

FARMINGDALE, NY: Making sure that fans have a complete experience is top priority at Sun Life Stadium, home of the NFL's Miami Dolphins. In keeping with that commitment, full access to all stadium announcements is provided via the captioning capabilities of the HD480 Smart Encoder V from EEG.

By specifying EEG's industry-leading expertise in closed captioning, Sun Life Stadium can efficiently distribute live captioning to every television in their in-house network. With the EEG HD480 in their signal path, all TVs on concourse levels, in concession stands, suites and common areas throughout the stadium keep fans visually informed on PA announcements, essential safety information, live promotions from sponsors, and more.

"Supplying in-house captioning ensures that we cover the needs of everyone who comes to a Miami Dolphins game," says Chad Messina, Director of Scoreboard Operations for Sun Life Stadium. "It's important for safety, and keeping people fully informed no matter where they are in the stadium. The HD480 was the obvious choice for us, from the moment we saw the first demo: It's very easy to use, requires only a simple installation, and the price was right."

For Messina and his team, getting the EEG HD480 into the game-day workflow is an extremely simple proposition. "It's just plug-and-play for the captioner," Messina explains. "The captioner arrives onsite, sends a test signal to the HD480 via the connection to our control room, it comes up, and they go right to work with their captioning equipment. They're provided with a game script so they can get a lot of the work done ahead of time, and they can also monitor their work on a TV as it goes on."

The **HD480 Smart Encoder V** is EEG's next-generation digital closed captioning solution, providing real-time HD encoding and including a built-in monitoring decoder. In addition to local input of caption data, the HD480 supports remote data input through a dial-up modem or iCap IP-based Realtime Captioning software. The HD480 also offers the new iCap Textcast application for streaming live event captioning to smart phones, PDA's and other hand-held devices.

"The atmosphere on game day is amazing, but what we do here is very much like live TV: New situations arise constantly, and you have to be prepared," Chad Messina says. "When we've got so many other things to handle before, during and after kickoff, the EEG HD480 is a captioning system we can count on."

###

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. 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: 631-245-3408