



## **HBO EQUIPS FOR FULL HD UPGRADE WITH EEG HD480 HD/SD CLOSED CAPTION SERVERS**

*All of HBO's 26 Channel Feeds to Deliver Closed Captioning in HD Via EEG's Smart Encoders; Elite Network Also Prepares for Integration of iCap IP Realtime Caption Link*

**FARMINGDALE, NY:** HBO has chosen the reliability and accuracy of EEG (www.eegent.com), the pacesetter for closed captioning solutions, for the HD upgrade of all 26 feeds of its HBO and Cinemax multiplex channels. The premier cable network has outfitted its facilities with multiple EEG HD480 Smart Encoder V HD/SD Closed Caption Servers, as HBO prepares to distribute its full range of offerings in HD MPEG-4 by 2008.

“HBO’s standards are set extremely high for closed captioning: We require optimum reliability and accuracy, backed up by bulletproof support,” says Elmer Musser, Senior Vice President of Engineering for HBO. “EEG is a closed captioning technology resource for HBO that has consistently met and exceeded our specifications.”

In addition, HBO is preparing its closed captioning system to be fully integrated with EEG’s revolutionary iCap™ Secure Realtime IP Captioning System. iCap provides a transition to IP-based captioning designed from the ground up by EEG to be quick, easy and even more cost-efficient than previous analog-based platforms. Once a broadcaster installs the versatile, 1RU HD480 Smart Encoder in their rack, and captioners download and install the iCap client software onto their Windows XP/Vista PC, the system is in place.

EEG’s HD480 Smart Encoder V HD/SD Closed Caption Server provides EIA-608/708 encoding and upconversion, realtime caption relocation, secure IP delivery of realtime caption data, and secure IP streaming of program audio to remote captioners. Other key features of the HD480 include remote closed captioning monitoring support, multiple IP connection capability, standalone timecode caption encoding, plus compatibility with existing closed caption software applications.

The HBO workflow also benefits from using EEG’s CCPost software package in combination with their EEG encoders, where the powerful CCPlay application streamlines caption encoding by automatically importing all known closed captioning file formats. Coupled with the HD480, CCPlay can efficiently provide simultaneous dual language, HD or SD encoding in a single pass.

**-more-**

All EEG hardware and software is installed at HBO's production and post production facilities in New York City, as well as in their Hauppauge, Long Island network origination and transmission facility.

"HBO has constantly been synonymous with the most advanced technology in broadcasting," Philip McLaughlin, President of EEG, concludes. "Their specification of EEG for their evolving infrastructure underscores HBO's ongoing commitment to superior closed captioning."

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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 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](http://www.eegent.com).*

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