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Video Labs Welcomes the DTV Evolution



Despite setbacks, the latest industry news predicts that the DTV 'big switch' will be flipped on June 12, 2009 (www.nab.org). High- quality digital television will be more readily accessible across the country and, at the same time, broadcasters will have more High Definition capabilities. While many are already accustomed to the optimal viewing experience of digital television, this transition still presents a milestone in our industry. At Video Labs, we're here to help you be ready for the "Evolution" of broadcast delivery.

SpoTTrac Digital Certified for Nielsen Tracking Services

Video Labs has added a Nielsen-certified SpoTTrac Digital encoding system to its host of broadcast services, replacing the outdated analog Sigma encoder. Producers, advertisers and broadcasters have long relied on Nielsen Tracking Services to verify audience exposure to its messages. With SpoTTrac Digital, we'll help you make the transition to TV's next big milestone.

SpoTTrac Digital features the latest tracking mechanism for PSAs and commercials - an embedded watermark in the audio that transfers to all formats including broadcast tapes, DVDs and even digital video files (like Quicktime files for the web). During the real-time encoding process, SpoTTrac Digital embeds Nielsen's patented ID into both the video and audio content and does not affect the quality. As an extra efficiency, Nielsen's tracking information is sent automatically via the

High Definition Closed Captioning It's an HD World We Live In

What's next, you might ask? You guessed it - captioning and subtitling for High Definition formats. Our new HD captioning encoder has been polished, tested and is presently ensuring broadcast projects are fitted for HD closed captioning.

We chose the HDE-3000 from Link Electronics as it meets with the strictest requirements for broadcast while also allowing us to insert slates, bugs, TV rating icons and subtitling. Count on us to support you with captioning services for 1080i, 1080p, 1080sf and 720p HD deliverables as well as captioning services for all your standard definition tape formats, DVD and web-based compressions.

Please contact your Video Labs Account Representative for details on how to register with Nielsen for SpoTTrac Digital and for more information on our High Definition capabilities.

[Visit us on the web at http://www.videolabs.net](http://www.videolabs.net)



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