

Appear TV Sounds Perfect at ANGA 2009

Launch of Appear TV Audio Leveling module enables an operator to balance the audio levels of up to 250 TV and radio channels per module

Oslo, Norway – May 26, 2009

Appear TV, a global provider of next-generation head-ends for broadcast and IP television, today announced the launch of its Audio Leveling module at ANGA. This module is a plug-in for Appear TV's SC2000 and MC3000 ranges of high-density flexible head-ends. A single Appear TV Audio Leveling module enables the operator to individually, within the MPEG domain, adjust the audio level of each channel. The module has a capacity of up to 250 channels and an Appear TV head-end can take more than one Audio Leveling module, so that operators can cater for hundreds of channels.

This module has been designed to enable the operator to adjust the audio levels of both radio and TV channels from different studios and processed by different encoders. The problem of inconsistent audio levels is almost as old as television itself. In today's TV environment in which many operators have hundreds of channels, fixing this problem without such a module would be incredibly difficult, expensive and time consuming.

"We designed this module in response to client feedback which told us that consumers are getting increasingly frustrated by having to reach for the remote to adjust the volume after every channel change," says Carl-Walter Holst, CEO, Appear TV.

"The Audio Leveling module adds to the competitiveness of our high-density and flexible head-ends, through the highly-efficient integration of specialist functionality. Our chassis approach to head-end design enables operators to choose the functionality that's important to them and means that we can provide a wider range of specialist functionality as and when we get customer feedback that new features are important. We believe that this approach offers a real advantage to our customers and look forward to demonstrating our full range of head-ends and modules at ANGA," concludes Holst.

Appear TV's modular head-ends are designed to achieve the most flexible high-density solutions available, enabling multiple inputs, descrambling/scrambling and a variety of output options (IP, ASI, QAM, FM Radio and analog TV). The modularity and high flexibility of the company's head-ends make them suitable for multiple network architectures including the streaming and multiplexing of digital content over IP based networks, the distribution of TV and FM radio and the conversion of digital content for analog networks.

Note to editors:

If you would like to book an appointment at ANGA 2009 to discuss any Appear TV solution, or have any other enquires, please visit the company's stand , or contact David Bramley: david@platformpr.com, +44 20 7486 4900, or visit: www.appeartv.com

About Appear TV

Appear TV is based in Oslo, Norway. The company produces world-class equipment that enables operators to deliver professional broadcast services to millions of users around the globe. The company is dedicated to developing reliable, revenue-generating and innovative solutions for operators looking to deliver real-time content to the home. Appear TV head-ends are designed for modularity, high density, and flexibility. www.appeartv.com

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