



Delivering Innovative MPEG Solutions

News From Adtec Digital

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Adtec Digital Wins TV Technology STAR Award at NAB 2009 For mediaHUB™-HD 422 High Definition Encoder

LAS VEGAS, NV - Adtec Digital is the recipient of the 2009 STAR Award for the mediaHUB™-HD 422 High Definition encoder.

The STAR (Superior Technology Award Recipient) Award is presented annually by the editorial staff of TV Technology magazine at the NAB Show. The STAR Award is designed to celebrate and showcase the outstanding technological innovations available to the broadcast industry. A panel of judges consisting of TV Technology editors and columnists reviewed a variety of products, examined the technical applications and their overall contribution to the industry, and then submitted their award nominees.

Adtec Digital's Total ATSC distribution compression, multiplexing and PSIP solution won the STAR Award at the 2008 NAB Show.

The mediaHUB™-HD 422 supports the most demanding MPEG 2 and MPEG 4 AVC contribution, distribution and studio encoding applications. It boasts the ability to encode any combination of HD and SD, MPEG 2 and MPEG 4 AVC with 4:2:0 and 4:2:2 color space. The mediaHUB™-HD 422 supports past, present and future broadcast infrastructures.

"Our strategy is quite simple. At an amazing value, deliver a product with legendary Adtec reliability for the most demanding contribution applications. Make it easy to use, intuitive, automatic and guarantee it works with every IRD," said Kevin Ancelin, President.

"We are pleased that after just one year of focus on the contribution compression segment, we have delivered hundreds of error free contribution feeds for the most demanding clients and events," Ancelin said. "With our passion for products, excellence in engineering, and mind for value and real customer service, Adtec has clearly marked its intent to change the contribution compression segment globally. No small feat considering the demands of the market."

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"Every year, the NAB Show serves as the launching pad for thousands of new products and services for audio and video professionals," said Tom Butts, TV Technology Editor. "Our panel of editors walk the show floor in search of the most innovative technologies. The products and services that we select for the STAR Award make the cut, they demonstrate their ability to help advance the acquisition and distribution of entertainment and information across the media spectrum."

TV Technology (www.tvtechnology.com) is the industry's leading magazine for technology news and reviews and is celebrating its 25th year covering the television industry. The magazine is published by NewBay Media LLC, the world's largest publisher of audio and video publications.

Adtec Digital is a leading developer of digital and IPTV products and solutions including encoders, decoders, multiplexers, ad servers and management servers. With over 23 years experience in media distribution and control, Adtec offers customers rock solid engineering, powerful features and the ability to generate unmatched bottom line revenue. Adtec Digital continues to offer innovative technology that grows with the needs of customers and the advances of the industry. For more information, visit www.adtecinc.com.