



# News Release

*For Immediate Release*

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## **Trilithic Brings First and Only Multicast Solution for EAS to NAB Show™**

Breakthrough technology integrates EASyCAST EAS System with RGB Broadcast Network Processor (BNP)

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**LAS VEGAS (Saturday, April 18, 2009)** – Indianapolis-based manufacturer **Trilithic, Inc.** is at the world's largest electronic media show this week, showcasing the first and only multicast solution for Emergency Alert System (EAS) messaging to industry leaders from the National Association of Broadcasters (NAB).

The result of a partnership between Trilithic and digital video development giant RGB Networks, Trilithic's **EASyCAST EAS System** is the only solution that enables broadcasters to deliver emergency alerts across multiple video program streams -- and target these messages to specific geographic areas with a precision that has never before been available.

The system represents a critical technological breakthrough in EAS programming, particularly for the over 1,700 full power broadcast TV stations in the US that will complete their transition from analog broadcasting to an all-digital, high definition system, or *DTV*, on June 12.

The DTV transition enables a single station to provide as many as six separate programming streams simultaneously, a technology referred to as *multicasting*. Though multicasting provides significant opportunities for broadcasters to provide localized entertainment and news to specific television markets, it also offers logistical challenges for TV Station Group Owners as they seek ways to efficiently manage digital programming across stations -- including FCC-mandated emergency information such as weather or Amber alerts.

The integration of Trilithic's EASyCAST EAS System with RGB's Broadcast Network Processor (BNP) provides centralized automation that simplifies operation and management of EAS messaging across multiple programming streams, inserting emergency information and graphics in real-time.

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"As a company that is much better known for our technological innovation in the Broadband, RF and Microwave markets, Trilithic is extremely excited and very proud to find ourselves among some of the best-known names in the broadcast industry," said Arthur Leisey, Director of Trilithic's EAS group. "It's a major milestone for us. As a company, we've committed to providing leadership in EAS solutions -- and I think we'll prove that leadership when the NAB Exhibit Hall doors open Monday morning."

Active with the FCC, FEMA, and other organizations involved in the evolution of EAS technology, Leisey will offer product demonstrations of Trilithic's ground-breaking solution on the floor of the Las Vegas Convention Center April 20 - 23 at show booth # C10548.

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#### **About Trilithic, Inc.:**

Trilithic, Inc. is an industry leader providing telecommunications solutions for major Broadband and RF & Microwave markets around the world. Key product groups include instruments and service assurance systems for major Broadband providers; RF and Microwave components and subsystems for cellular, military communications and many other wireless industries; and government-mandated Emergency Alert Systems used by HFC service providers and broadcasters in the United States. In all of these industries, Trilithic has earned a reputation for innovation, technical performance and flexibility in meeting customers' exacting requirements. For more information visit [www.trilithic.com](http://www.trilithic.com).

#### **About RGB Networks**

RGB Networks delivers extremely high-density, flexible video processing solutions that enable video service providers to deliver highly targeted and personalized video content at considerably lower costs than conventional solutions. Based on its unique Video Intelligence Architecture™ (VIA), RGB's VIA product family simplifies management and delivers scalable, multi-function capability in a single, programmable platform, allowing video service providers to leverage existing infrastructure, while building an advanced foundation to meet the needs of the rapidly growing market for personalized video services.

For more information about RGB Networks and its unique video processing solutions, please visit [www.rgbnetworks.com](http://www.rgbnetworks.com).

#### **Note to Editors:**

**To schedule a product demonstration at the show -- or to request a product video to be produced during the show -- please call Trilithic Marketing & Communications Director Karalee Slayton at (317) 679-5483 or email [kslayton@trilithic.com](mailto:kslayton@trilithic.com).**

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