

PRESS RELEASE



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RPC TV Network Brazil Selects LYNX Technik AG for HDTV Signal Processing Laboratory

Complete HDTV System Featuring Series 5000 Modules Becomes the Standard for 8 TV Stations in the RPC TV Network

September 4, 2008 – Weiterstadt, Germany -- LYNX Technik AG, provider of intelligent interface products for the broadcast and professional audio & video industry, announced that RPC (Rede Paranaense de Comunicação S.A) has standardized on the LYNX Series 5000 signal processing solutions for the development of their new HDTV platform. The equipment was provided through LYNX' master Brazilian dealer, Sterling do Brasil.

The Series 5000 signal processing line is a comprehensive range of broadcast quality terminal equipment designed around the latest programmable technology. They are traditional rack and card based terminal equipment solutions, featuring a comprehensive range of products for conversion, distribution, embedding and de-embedding, frame synchronization, audio delay and test signal generation.

RPC will equip their new HDTV platform with the Series 5000 signal processing modules to support 8 television stations in their RPC TV Network providing content and programming to the state of Paraná, southern Brasil. After a series of extensive tests, RPC opted for the LYNX equipment because of its high degree of flexibility and expandability, as well as a variety of unique features that set the LYNX equipment apart from competitive offerings. In particular, the LYNX audio embedders and de-embedders offer integrated 16x16 mono audio crossbars, which allow you to reconfigure audio channels prior to embedding with selectable audio groups. The audio embedders / de-embedders are also transparent to DolbyE signals therefore DolbyE audio quality is conserved.

"We have used the LYNX modular equipment in the past for our analog and SD platforms, which were all vigorously tested by one of our engineers, Emerson Pereira," said Mr. Enio Sergio Jacomino, Engineering director for RPC. "Due to the proven performance of the LYNX modules, we have again partnered with Sterling do Brasil and LYNX to equip our new HDTV laboratory with a variety of HD

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signal processing solutions. In addition, we selected the portable LYNX Testor SD/HD test signal generator with the EBU pattern for detecting lip-sync errors."

"The LYNX approach to providing flexible signal processing solutions is ideally suited for RPC as they establish their HDTV platform," said Steve Russell, President, LYNX Technik, Inc. "We are proud to be a part of RPC's HD transition and to be a part of delivering content to such a vast robust region."

The LYNX range of signal processing equipment is versatile and reliable, has been rigorously tested, and has been proven to work in the most demanding of multi-format environments. Applications include; mobile vans (OB trucks), broadcast master control rooms, production studios, network operating centers, post production, video duplication facilities, and more.

LYNX Technik has designed their full line of Series 5000 multi-format interface equipment to offer broadcast professionals an affordable, compact and extremely flexible solution for audio and video processing. They have been designed to satisfy all of today's most demanding digital Broadcast requirements and have been configured to meet the needs of a variety of levels of technical sophistication.

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About LYNX Technik:

LYNX Technik AG is an industry leader and technology provider of terminal equipment for broadcast and professional use. LYNX Technik AG is an independent privately owned company with its headquarters, research and manufacturing facilities based in Weiterstadt, Germany. Sales and Support is covered through secondary distribution channels managed from its headquarters in Germany and the USA.

For more information about LYNX Technik's products & services please visit: www.lynx-technik.com. For sales, please contact visit the website, or <mailto:info@lynx-technik.com>

To learn more, please visit LYNX Technik AG at IBC2008, Booth #8.A39

About RPC

RPC (Rede Paranaense de Comunicação S.A) is an independent TV Network in the state of Paraná, south Brazil. They are an independent division of TV Globo Network in Rio de Janeiro.

For more information about RPC please visit: www.rpc.com.br

About Sterling do Brasil

Sterling do Brasil is a leading equipment dealer, providing a variety of equipment for the broadcast, IPTV, CCTV, and Multimedia markets. Sterling do Brasil was founded in 1987 and has built up an extensive list of clients throughout the region.

For more information about Sterling do Brasil please visit: <http://www.sterlingdobrasil.com.br/>