



**FOR IMMEDIATE RELEASE
NEURAL AUDIO RELEASE**

**Neural Audio to Demonstrate Innovative Audio Processing Technologies at NAB Radio Show 2007
Neural Audio Solutions Enable Broadcasters to Adapt to Evolving Media Landscape**

KIRKLAND, Wash., September 24, 2007 — For NAB Radio Show 2007, Neural Audio Corporation, the market leader in developing advanced audio and surround sound technologies, will demonstrate its innovative audio processing technologies aimed at enabling radio broadcasters to adapt to their rapidly evolving media distribution demands including Internet streaming. The proprietary solutions developed by Neural Audio enable radio broadcasters to seamlessly and economically integrate the most advanced technologies specifically designed for optimum performance with specific audio codecs. Neural leads the industry in codec pre-conditioning with a nine year track record of providing superior audio in limited bandwidth broadcast environments.

"Effective and economical content distribution is vital for today's radio broadcaster," said Geir Skaaden, Neural Audio CEO. "By utilizing specific software and hardware solutions designed from the ground up to improve audio via HD Radio™ and the Internet, our customers are able to broadcast and stream with confidence that the listener will enjoy the content versus being distracted by traditional 'squashed' processing."

NeuStar 4.0 Codec Pre-Conditioning

Neural Audio will demonstrate the capabilities of the hardware and software versions of its popular **NeuStar Codec Pre-Conditioning** solution. While the **NeuStar 4.0** hardware will run in a transmission setup in front of an HD Radio encoder, the **NeuStar SW4.0** will process content streamed from a remote server. The software solution can also be embedded as a pre-installed solution in the Harris FlexStar® HDI-100 Importer.

An award-winning, first-in-class audio codec pre-conditioner, NeuStar SW4.0 can be positioned ahead of Internet streams, 2.5-3G wireless audio encoding, DVB-H, DAB, DRM, satellite, compressed STL, ISDN and other audio services in the transmission chain for dramatic codec improvements and audio preprocessing. This software solution allows broadcasters to simultaneously process HD2, HD3 and HD4 channels or multiple Internet streams. This unique feature reduces broadcasters' rack space, equipment costs and the need for additional hardware.

Neural-THX® Surround System

Neural Audio's demonstrations will also include its market leading Neural-THX Surround DownMix and UpMix system, the most utilized surround sound solution for HD Radio today. The Neural-THX Surround technology enables the mixing, editing, storing and broadcast of surround content within a radio station's existing stereo infrastructure, saving costly physical plant upgrades.

Neural Audio's "watermark" technology embeds the surround content in the stereo

stream solving all analog, digital, lossy, linear, stereo and 5.1 interoperability issues within any stereo broadcast or Internet streaming environment. The 2-D stereo downmix of the original surround content allows seamless and artifact-free cross fades from mono/stereo to surround, surround to mono/stereo and surround to surround.

Neural-AMR-WB+ Enables Expanded Opportunities for AM/FM/HD Radio and Satellite Radio Multicasting as well as Internet and Mobile Streaming

A recent study by Media Audit found that one in five Internet users are visiting a terrestrial radio website. IT Facts also supports that 50% of Americans with Internet access listen to Internet radio. For broadcasters looking for expanded revenue opportunities on the Internet, FM, and now AM, Neural Audio and VoiceAge have developed the world's highest performance low bit rate coding solution, Neural-AMR-WB+.

Neural-AMR-WB+ provides superior quality digital broadcasts and stereo music streaming at very low bit rates (6 to 48 kbps), which substantially lowers the communications bandwidth needed for providing more content over any broadcast medium, including the Internet. Additionally for multimedia content download applications, this solution requires much less download time and storage on consumer devices. With Neural-AMR-WB+, AM, FM or HD Radio broadcasters can offer specialized channels for sports broadcasts, weather, traffic or a radio reading service using the station's existing infrastructure. VoiceAge's speech and audio compression technologies are currently used in well over two billion wireless devices and growing daily. Neural-AMR-WB+ builds on this solid base to readily deliver high-quality digital radio streaming to a multitude of consumer devices including mobile handsets and Wi-Fi enabled portable devices.

Neural Audio – Radio's Only End-to-End Solution for HD Radio and Streaming

Neural-THX Surround, which is now installed in an estimated 70-percent of new home receiver systems shipping worldwide from leading audio brands such as Sony, Pioneer, Yamaha, Onkyo, Integra, Denon and Marantz, makes Neural Audio the only developer of audio and surround technologies to have broadcast solutions enabled within a consumer's home and car entertainment system.

Neural-THX Surround is also a leader in surround radio broadcast through XM Radio, the 60-station Classical Public Radio Network (CPRN) and commercial broadcasters across the United States.

About Neural Audio

Neural Audio, through its Neural-THX® Surround technology and unique audio optimization technologies, has become the key enabler in the delivery of high quality content for the TV, radio, game, Internet, home theatre and mobile markets. Key broadcast partners and customers such as XM Satellite Radio, Yamaha Corporation, Sony Corporation, Pioneer Electronics, Onkyo Corporation, Denon Electronics, Marantz America and Harris Corporation have adopted Neural Audio technologies to provide the best quality audio available today to their customers. For more information, please visit <http://www.neuralaudio.com/>, or <http://www.neuralsurround.com/>.

Neural Surround™ is a trademark owned by Neural Audio Corporation, THX is a trademark of THX Ltd., which may be registered in some jurisdictions. All rights reserved.

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