

SENCORE RadianceXE™ Video Processor Named as 2010 Mark of Excellence Award Finalist for Video Product of the Year

SIOUX FALLS, S.D. — Feb. 25, 2010 — SENCORE today announced its RadianceXE™ video processor is a finalist for the 2010 Mark of Excellence Video Product of the Year award, presented by the Consumer Electronic Association (CEA) TechHome Division. The RadianceXE™ acts as a video switch, processing the selected video source and then outputting video in the appropriate format and resolution for exceptional image quality.

“Radiance video processors help ensure that A/V systems consistently deliver an entertainment experience good enough to please even the most discerning viewer,” said Thomas Stingley, SENCORE executive vice president of sales and marketing. “It’s gratifying to know that the CEA judges recognize how the RadXE supports the best-possible sound and image quality, in addition to offering new customer-friendly features like picture-in-picture preview and easy setup.”

The CEA Mark of Excellence Awards program recognizes products that represent outstanding achievement and innovation in trendsetting custom home electronics. A panel of industry experts selected the finalists. Winners will be announced at the Mark of Excellence Awards Reception on Friday, March 26, at the eleventh annual Electronic House Expo in Orlando, FL.

The SENCORE RadianceXE video processor assures delivery of crystal-clear 1080p images and multichannel Dolby TrueHD. New features this year include picture-in-picture (PIP), which permits theater viewers to preview video programs and swap the inset picture for main video with no annoying delay. More enhancements include self-configuring of output resolution and HDMI signal type during installation, eliminating the tedious task of determining the best setting for display and for navigating setup menus. Also, a new just-above-black calibration point in the multipoint three-dimensional grayscale/gamma calibration improves color balance.

More on the SENCORE RadianceXE video processor can be found at <http://www.sencore.com/>.

About CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of

CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA’s industry services. Find CEA online at <http://www.CE.org>.

About SENCORE

SENCORE is an engineering leader in the development of high-quality signal transmission solutions for the broadcast, cable, satellite, IPTV, telecommunications, and professional audio/video markets. The company’s world-class portfolio includes video delivery products, system monitoring and analysis solutions, and test and measurement equipment, all designed to support system interoperability and backed by best-in-class customer support. SENCORE meets the rapidly changing needs of modern media by ensuring the efficient delivery of high-quality video from the source to the home. More information is available at www.sencore.com

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