



For Immediate Release  
Contact: Judy Mueller, Vice President of Operations

April 20, 2009  
(732) 563-1144

## DSI Introduces "TheCue" Two-Way IFB & Communication System for ENG

Somerset, NJ - DSI RF Systems Inc., a specialist in leading edge broadcast products and services is pleased to announce its newest solution: *TheCue*, a two-way IFB & communication system for Electronic News Gathering.

*TheCue* is the first bi-directional ENG cueing & communication system that has the capability to operate outside of the station coverage area. It provides up to two independent audio channels, as well as two-way data and tally connections.

"After many years of employing one-way communications for ENG, broadcasters will finally have the option of choosing a reliable, robust, low-latency, communication system for ENG" said Joseph J. Giardina, CTO of DSI RF Systems. "*TheCue* is flexible, modular and not dependent on the station coverage area."

**DSI has designed *TheCue* to be technically and economically suitable for every market need.**

Employing reliable EVDO and HSDPA network technology, *TheCue* gives users triple redundancy in its most highly equipped state. Other configurations include a one-way ATSC option if there are not plans to operate outside of the station's signal coverage area.

*TheCue* offers on-the-go data connectivity directly from the front panel, allowing for real time data communications throughout the newsgathering process. With user-configurable contact closures on the rear panel, *TheCue* can control on-air signage, alarming or any other type of status notification.

Because *TheCue* uses a data network versus the traditional cellular network, it is not subject to Wireless Priority Service (WPS). WPS can often be invoked during disasters, making the cellular network available to only emergency based users.

*TheCue* is currently shipping and is available on a demo basis for any customers interested in trying the latest in IFB technology before they purchase.

*TheCue* will make its official debut at the NAB 2009 show in Las Vegas.

### **About DSI RF Systems:**

DSI RF Systems Inc. is a multi-dimensional provider of services and hardware to the broadcast industry. DSI specializes in designing and building high-definition remote camera systems, 2GHz BAS relocation, FM/TV/HD transmitter installation and service, and RF systems integration and service. With 25 years of service to the industry DSI turns a stations ideas into a complete system solution that accommodates station technical and budgetary needs.

For more information, please contact:

Judy Mueller  
Vice President of Operations  
DSI RF Systems, Inc.  
(732) 563-1144  
jmueller@dsirf.com