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**For Immediate Release**

## **MpegRepairHD Now Adds Content Advisory Flags (V-chip)**

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### **Insertion of the Content Advisory Flags Into MPEG Streams Without Transcoding with MpegRepairHD.**

**CUPERTINO, Calif. – February 28, 2007** – PixelTools Corporation Inc. announced today that MpegRepairHD now adds content advisory codes to elementary video user data during encoding or optionally insert the content advisory codes into existing streams without transcoding. Coding format is consistent with the 1997 Electric Industries Association (EIA) issue of "Transport of Content Advisory Information Using Extended Data Service (XDS)" document, EIA-744. Demo is available from the [PixelTools](http://www.pixeltools.com) website.

The content advisory flag, more commonly referred to as "V-chip", is a generic term used for a rating of television and movie content at the television receivers allowing the blocking of programs based on their ratings category. It is intended for use by parents to manage their children's television viewing. "MpegRepairHD enables content providers to insert the content rating using a low cost software solution", added Mark Conover, PixelTools' Chief Technical Officer. "The ability to insert the V-chip advisory flags throughout an existing MPEG stream eliminates an enormous amount of re-encoding time required to update streams with content advisory information." Details of these enhancements and a working demo are available from the [PixelTools](http://www.pixeltools.com) web site.

PixelTools produces and publishes a broad line of MPEG software utilities along with the best selling MpegRepairHD, a MPEG utility that will encode, decode, analyze or edit MPEG streams. Professional users have found MpegRepairHD is an essential tool in uses ranging from high definition MPEG encoding to inserting of pan and scan video headers in existing streams. Along with encoding HD video in real time, MpegRepairHD will also mux or de-mux MPEG program or transport streams video and MPEG or Dolby A/C-3 audio.

For more information or a demo contact Dick Kors at [Info@pixeltools.com](mailto:Info@pixeltools.com) or visit the [www.pixeltools.com](http://www.pixeltools.com).