

**TECH CLOSEUP** presents an opportunity for television stations to embrace the bold new direction that the country's technological firms are pushing toward by producing segments showcasing "high-skill sectors" and providing material to peak the interest of viewers.

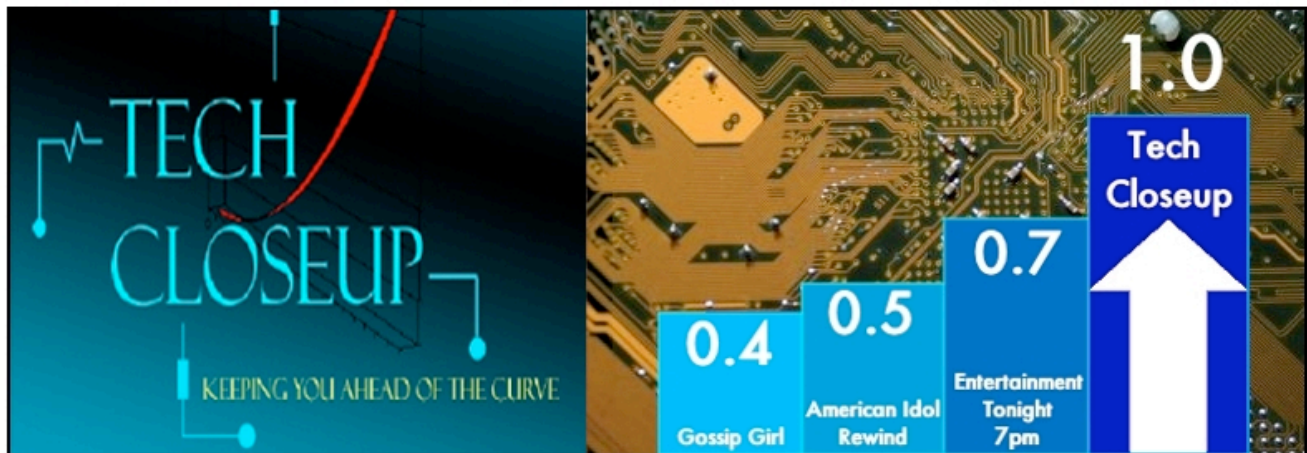
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## **TECH CLOSEUP**

### **SIMPLIFYING THE COMPLEX**

# **TECH CLOSEUP WINS ITS TIME PERIOD**

*Tech Closeup won its time period\* on May 4th  
and outperformed major competition!*



\*ABC San Francisco, May 4, 2008

*Fortune Magazine reported that  
technology advertising is up 35% year-to-year.*

Attract High-Tech Firms To Your Station And Website With

## **TECH CLOSEUP**

Targets that elusive 18-34 demo

This Could Be The Most Relevant Program You Put On The Air This Fall

Join hosts **Marc Levenson** and **Cristina King** as they investigate the amazing innovation of high technology in ways that are clear and easy to understand. From mobile streaming, the digital transition, podcasting and wireless web browsing to robotics, voice recognition and home entertainment. Technology moves in the blink of an eye and **TECH CLOSEUP** catches the forerunners that are creating trends across the industry.

**Seldom Has Enlightenment Been So Entertaining**

## **TECH CLOSEUP**

Half-Hour / Barter / First-Run / Weekly