

Westman Communications Group Provides New Service to the Visually Impaired

Brandon MB, July 2, 2010 - Westman Communications Group (Westman) is pleased to announce the introduction of a new service, Descriptive Video Information (DVI), to its Digital TV customers in Brandon, Dauphin, Carberry, Minnedosa, Neepawa and Shilo.

DVI, an assistance technology that overlays on the audio track, is specifically for customers who are visually impaired or blind. A narrator will provide vocal description of the visual action taking place on the television screen, describing an actor's body language, unspoken acting, scene changes and other visual aspects within the natural pauses in the dialogue and will not compete or "walk over" the program dialogue or sound effects.

Dave Baxter, President and CEO, Westman Communications Group, notes "Descriptive Video Information will give the visually impaired and blind community accessibility to the world of visual entertainment, via television, movies and film. The voice over narrator does not offer any subjective assumptions but rather describes what a sighted person would see."

Baxter added, "This new service is to the visually impaired what closed captioning is to the deaf, an opportunity to enjoy vivid, quality entertainment; and Westman is proud to be able to offer this to our customers."

DVI is relatively new and there is no additional charge for this service however not all programming has Descriptive Video Information. For more information, including how to add the service and which channels have DVI, please visit our website www.westmancom.com or call us at 725-4300 or 1-800-665-3337.

About Westman Communications Group

Westman Communications Group is the operating name for Westman Media Cooperative Ltd., which provides service throughout Western Manitoba. Westman is a customer-owned cooperative, which operates cable systems in 36 communities. Westman is a leader in communication and information technology products and services including cable TV, Internet, phone and fibre optics. Westman also owns and operates local radio stations 880 CKLQ and 94.7 STAR FM, which broadcast throughout Western Manitoba. Westman is proud of its strong commitment to its customers and the communities it serves.

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