

# Press Release

## **Coding Technologies' aacPlus Codec to Power Multimedia Services for NTT DoCoMo**

*Japan's Largest Wireless Operator Incorporates aacPlus into its Music and Digital Broadcast TV Services including "One-segment" Digital TV Broadcasting and Chaku-Uta Full® Music Downloading*

**Los Angeles, CA, September 12, 2006** — Coding Technologies, the leading provider of audio compression for digital broadcasting, mobile media, and the Internet, today announced that NTT DoCoMo, Japan's largest wireless operator, has selected the company's aacPlus audio codec for use in DoCoMo's new music and digital broadcast services. aacPlus will offer consumers of the new multimedia services a superior audio experience while watching "One-segment" terrestrial digital broadcasting service or listening to the Chaku-Uta Full® music downloading service on DoCoMo's handsets.

"One Segment broadcasting"— the Japanese national standard for TV broadcasting to mobile devices— utilizes core technology for the audio standard provided by aacPlus v1. Additionally, aacPlus v1 and v2 audio compression technology is used for Chaku-Uta Full®, an over-the-air (OTA) service offering full track music downloads delivered directly to the handset.

"As the international mobile content and device market continues to grow exponentially, communications services around the globe face ongoing challenges in meeting consumer demand for expanded multimedia services that can operate efficiently in the wireless space," said Victor Kanevsky, senior director for strategic alliances at Coding Technologies. "NTT DoCoMo had inventive and far-reaching plans for its new multimedia services this year, and we are delighted that they employed our industry-leading aacPlus to make them a reality."

NTT DoCoMo works with many of the industry's leading international standards such as MPEG and 3GPP to provide high-quality compressed multimedia content to its customers, and Coding Technologies' aacPlus is

quickly proving its worth as a vital audio component for any multimedia service.

The aacPlus codec is specified as a part of many leading technical associations and collaborations including 3GPP, 3GPP2, DVB, ISDB, Digital Radio Mondiale, DVD Forum and MPEG. With its careful balance of efficient compression and audio quality, aacPlus is increasingly proving itself as an integral component for applications that are limited in bandwidth or storage, particularly wireless multimedia services around the globe.

#### **Coding Technologies**

*Coding Technologies provides the best audio compression for mobile, broadcasting, and Internet. SBR® (Spectral Band Replication) from Coding Technologies is a backward and forward compatible method to enhance the efficiency of any audio codec; putting the "PRO" in mp3PRO and the "Plus" in aacPlus™. Parametric Stereo from Coding Technologies and Philips again significantly increases the efficiency of audio codecs for stereo signals at low bit rates. Products from Coding Technologies are fundamental enablers of open standards such as 3GPP, 3GPP2, MPEG, DVB, Digital Radio Mondiale, HD Radio, and the DVD Forum.*

*Coding Technologies is a privately held company with offices in Sweden, Germany, China, and the USA. Founded in 1997 in Stockholm, the company later merged with a spin-off of the renowned Fraunhofer Institute in Germany, the inventor of MP3. Coding Technologies' customers include America Online, EMP, iBiquity Digital, KDDI, O2, Nokia, Orange, RealNetworks, SK Telecom, Sprint, T-Mobile, Thomson, Texas Instruments, Vodafone, and XM Satellite Radio.*

For more information, visit [www.codingtechnologies.com](http://www.codingtechnologies.com).

#### **NTT DoCoMo**

*NTT DoCoMo is the world's leading mobile communications company. DoCoMo serves more than 51 million customers, of which more than half subscribe to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DoCoMo also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by more than 46 million people. With the addition of credit-card and other e-wallet functions, DoCoMo mobile phones have become highly versatile tools for daily life. NTT DoCoMo is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges.*

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