

Press Alert

Coding Technologies Receives Prestigious Swedish Guldmusen Award

Audio compression technology MPEG-4 aacPlus wins prize as best IT product at award ceremony in Stockholm

Stockholm, September 20, 2006 — Coding Technologies, the leading provider of audio compression technology, announced that the company has won the prize for the best IT product at the Guldmusen (Golden Mouse) awards founded by Swedish publications Affärsvärlden and Computer Sweden. Coding Technologies received the prize for its MPEG-4 aacPlus audio codec for mobile, digital broadcasting, and the Internet.

Coding Technologies is a fundamental enabler of international open standards such as 3GPP, 3GPP2, MPEG, DVB, DVB and Digital Radio Mondiale. Being the most efficient audio codec available and the 3GPP standard for high quality music delivery, aacPlus has been adopted world wide as the music format of choice by nearly all network operators offering mobile music services.

“We are very happy to have received this award and we are equally proud that our technology is attracting great attention,” said Lars Liljeryd, founder and chief scientist of Coding Technologies. “Besides Europe, we have already introduced aacPlus into the Asian and US markets where it is used in several fields such as mobile music and digital radio broadcasting.”

The prize for the IT product of the year is awarded to a product developed in Sweden that is both a pioneer in its category as well as a commercial success. Another important factor is international attention. The motivation by the jury is:

A product we all have encountered in our daily lives that helps individuals and companies to make use of the increasing media services. The product has achieved success over a long period of time as the result of an extensive R&D programme. By delivering highly efficient performance, the product is an enabler of several open standards. The company has also had great success in the global market.

Coding Technologies was recently awarded with the Stora Teknikpriset 2006 at the Royal Academy of Sciences by the Swedish governmental agency Innova and the technology newspaper Ny Teknik. The company has also been appointed Company of the year 2005 by the magazine Mobil.

This is the tenth time Guldmusen prizes have been awarded to Swedish IT companies and persons. The 2006 awards ceremony took place in Stockholm on Monday 18th September at the Swedish IT fair during the ICT Show. Former prizewinners in this category were Ericsson and MySQL.

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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.

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