

Press Release

Coding Technologies establishes MPEG-4 aacPlus audio certification program for digital TV broadcasting

Comprehensive certification ensures interoperability of professional and consumer devices for SD and HDTV systems

IBC, Amsterdam, The Netherlands, September 7, 2007 — Coding Technologies, provider of the most efficient audio compression scheme worldwide, announced today a new comprehensive certification program for MPEG-4 aacPlus (aka HE-AAC). The program is designed for digital TV broadcasting and will provide certification services for all elements of the broadcast chain, ensuring interoperability of professional encoders at the head-end side and integrated TVs as well as set top boxes on the consumer side. With the introduction of the certification program, Coding Technologies enforces its position as the caretaker of the MPEG-4 aacPlus audio standard, providing the industry with the necessary security to seamlessly integrate aacPlus into competitive and innovative digital TV services.

As part of the certification program Coding Technologies launches a set of logos which will identify devices being compliant with the conformance requirements of the program. Broadcasters, service operators and consumers alike benefit from this new certification standing for high quality sound and easy operation.

Key industry set top box manufacturers, professional encoder manufacturers and chip set suppliers already participated in the program and took appropriate steps to get their products certified.

“The aacPlus certification program is going far beyond what is typically available for MPEG technologies and an important step for the deployment of aacPlus,” comments Stefan Meltzer, vice president business development broadcasting and consumer electronics. “Interoperability is key to the success of open standard technologies especially in the broadcast market. This is what our new certification program for aacPlus is safeguarding.”

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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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