



## M is for MPEG, Monday 7<sup>th</sup> April Las Vegas

If you're coming to Vegas for NAB 2003, catch up with MPEG-4, the Media Standard.

### Visit the MPEG-4 Pavilion

**NAB Booth # SL 2455:** Several MPEG-4 solution providers (**Ahead Software, Prodys, Fraunhofer**) will take part in the M4IF MPEG-4 Pavilion demonstrating their products. The demonstrations will also include an **MPEG-7 content referencing demonstration**. [Contact us](#) to arrange fixed appointments, or just drop by when you have a moment.

### MPEG Session in the Afternoon

**Monday, April 7th.** That's when the NAB Broadcast Engineering conference hosts an **afternoon session dedicated to MPEG** and especially, MPEG-4, MPEG-7 and MPEG-21, including the revolutionary new High Efficiency AAC and MPEG-4 Advanced Video Coding / H.264 codecs

**What:** MPEG - Enabling Broadcast and Media Convergence

**When:** April 7, 2003, 1:00pm - 5:00pm

**Where:** Las Vegas Convention Center N109

### Attend the Multimedia World Reception

Immediately following the **Multimedia World Keynote** from **Mike Volpi**, Senior Vice President, Cisco Systems, is the social highlight for this conference track, the **NAB 2003 Multimedia World Reception**, co sponsored by M4IF and IBM.

**What:** NAB MultiMedia World Reception

**When:** April 7, 2003, 6:00pm - 7:30pm

**Where:** Las Vegas Convention Center, S220/S221

[www.m4if.org](http://www.m4if.org)

**MPEG-4 - The Media Standard**