

## **MPEG Industry Forum shows digital future at NAB 2004**

### ***Six industry leaders exhibit MPEG standards-based solutions in multiple application areas***

**Geneva, Switzerland, San Ramon, USA, 16 April 2004** – At the world's largest broadcasting and related media industry trade event, NAB 2004 in Las Vegas, Nevada, the MPEG Industry Forum (MPEGIF) will promote the crucial work of the ISO MPEG Committee, which sets standards for building a seamless end-to-end interoperable digital media landscape.

Applications implementing MPEG standards will be on show in the South Lobby of the Las Vegas Convention Center, LVCC, from Monday April 19<sup>th</sup> to Thursday April 22, on **Booth #SL1743**. MPEGIF members participating include:

**Ahead Software** presents both Parametric Stereo Extensions in High Efficiency AAC and H264/AVC as part of major enhancements to its MPEG-4 A/V solution, Nero Digital. PS AAC offers significant improvements on existing LC and HE AAC technology, whilst AVC/H264 is increasingly accredited as the next generation in video coding.

<http://www.nero.com/en/index.html>

**Fraunhofer IIS** presents the revolutionary new "HE-AAC Surround" sound technology which enables high quality 5.1-channel sound down to 48 kb/s, integrated with a Fraunhofer IIS MPEG-4 AVC video Codec. **Fraunhofer IDMT** will demonstrate its advanced MPEG-7 based AudioID system for robust automatic identification and 'fingerprinting' of audio excerpts (e.g. songs) based on a database of registered items and the "Query by Humming" transcription system which queries a search engine using input melody. <http://www.iis.fraunhofer.de/index.html>

**Harmonic Inc. (booth #SU11006)**, a global leader in high-performance digital video solutions for broadcasters and other service providers, is demonstrating the recently introduced DiviCom® MV 100 encoding platform running the MPEG-4 AVC/H.264 codec. The MV 100 will be producing broadcast quality interlaced standard definition digital video. <http://www.harmonicinc.com>

**MAYAH Communications**, a technology leader in audio and video transmission will be demonstrating its innovative solutions for InHouse Streaming, WebRadio, ISDN, other broadcast networking applications and Digital Handheld Recording and a fully compliant IO [jo] 8000 MPEG 4 audio video encoder for professional use, supporting simple and advanced simple profile for high encoding quality. With the industry standard ISMA/RTP all types of destination in hard- or software can be reached, such as PDAs, SW-Players, STBs, etc. <http://www.mayah.com/>

**PRODYS** a leading supplier of digital video and audio solutions on DSP will show VANDEK, the new development platform for system integrators that allows them to rapidly put designs to work by providing reference designs, sample frameworks, and expert-level documentation for a wide range of MPEG compression schemes. Multi-format ISO/IEC MPEG-based Video and Audio Encoders and Decoders running simultaneously on Texas Instruments' DM642 EVM board and Set-Top Box reference designs featuring a high number of formats PRODYS supports including MPEG-2, MPEG-4 SP, MPEG-4 AVC, and WM9. <http://www.prodys.net/english/home.htm>

**VideoSoft** is a leading provider of high performance, broadcast quality AVC codecs for the PC (Windows and Linux), and for the TI DM642 embedded platform. The company will be demonstrating the flexibility of its encoding solutions for applications ranging from narrow band video conferencing, to mobile device video delivery, IP Streaming, Video program recording, content authoring and broadcast transmission. <http://www.videosoftinc.com/>

Press Advisory  
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## ***Other MPEGIF Events at NAB 2004***

**Conference - "MPEG – Advanced Video Coding and Beyond"**: On Sunday 18<sup>th</sup> April, from 10.00 am to 17.00 p.m. MPEGIF and SMPTE co-host an all day session of the NAB New Media Professionals conference, which itself is a part of the Broadcast Engineering conference. For more details please see: <http://www.nabshow.com/sessiondetail.asp?id=1202206>

**MPEGIF Press Briefing**: On Monday April 19<sup>th</sup>, at 9.00 a.m., the companies taking part in the MPEGIF pavilion invite press and analysts to join for a detailed briefing, in the NAB official press briefing room, LVCC S227.

**NAB New Media Reception**: On Monday April 19<sup>th</sup> from 18.00 to 20.00, industry professionals, exhibitors, speakers, attendees and any interested parties are invited to the NAB New Media Reception, sponsored by MPEGIF and IBM.

## ***About the MPEG Industry Forum***

MPEGIF represents over 100 companies and institutes across North America, Europe and Asia, from diverse industries. MPEGIF's activities start where the charter of ISO/IEC MPEG ends. Activities include marketing, interoperability (including AVC) and certification, the management of a branded logo, presence at trade shows and an annual conference. MPEGIF recently expanded its charter from MPEG-4 to include MPEG-7 and MPEG-21. For more information visit: <http://www.mpegif.org> and <http://www.m4if.org>

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