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# NEWS RELEASE

For Immediate Release

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## **MPEG LA Releases AVC Patent Portfolio License**

(Denver, Colorado, US – 15 July 2004) – MPEG LA today announced the availability of the AVC Patent Portfolio License. Copies of the License may be obtained at [www.mpegla.com](http://www.mpegla.com), “AVC”, “The License Agreement”.

The AVC Patent Portfolio License is provided for the convenience of the marketplace as an alternative enabling users to access essential intellectual property owned by multiple patent holders in a single license rather than negotiating licenses with each of them individually. The License includes essential patents owned by Columbia Innovation Enterprises; Electronics and Telecommunications Research Institute; France Télécom, société anonyme; Fujitsu Limited; Koninklijke Philips Electronics N.V.; Matsushita Electric Industrial Co., Ltd.; Microsoft Corporation; Mitsubishi Electric Corporation; Robert Bosch GmbH; Samsung Electronics Co., Ltd.; Sharp Kabushiki Kaisha; Sony Corporation; Toshiba Corporation; and Victor Company of Japan, Ltd.

MPEG LA Chief Executive Officer Baryn S. Futa said, “Establishing this valuable license in the space of approximately one year is a result of the hard work and cooperation of the patent owners who understand the

need to answer the market's call for fast, easy access to this important new technology. It is also a testimony to the cooperation of major industry sectors, including manufacturers, broadcasters and content providers, who have shown their interest in its availability. We thank them all for their extraordinary efforts. This license would not have been possible without their participation.”

MPEG LA's objective is to include as much essential intellectual property as possible for the convenience of the AVC user. Therefore, any party that believes it has patents which are essential to the AVC Standard as defined in ISO/IEC IS 14496-10: Information technology -- Coding of audio-visual objects -- Part 10: Advanced Video Coding | ITU-T Rec. H.264: Series H: Audiovisual and Multimedia Systems: Infrastructure of audiovisual services -- Coding of moving video: Advanced video coding for generic audiovisual services, and wishes to participate in the patent portfolio license upon successful evaluation, is invited to submit such patents to the independent Patent Evaluator together with a statement confirming its agreement with the objectives and intention to abide by terms and procedures governing the patent submission process, which may be obtained from Ms. Jane Tannenbaum, Director, Contract Administration ([jtannenbaum@mpegla.com](mailto:jtannenbaum@mpegla.com)) MPEG LA, LLC.

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## **MPEG LA, LLC**

MPEG LA is the world leader in one-stop technology platform patent licenses, enabling users to acquire patent rights necessary for a particular technology standard or platform from multiple patent holders in a single transaction. Wherever an independently administered one-stop patent license would provide a convenient marketplace alternative to assist users with implementation of their technology choices, the licensing model pioneered and employed by MPEG LA may provide a solution. MPEG LA is not related to any standards agency and is not an affiliate of any patent holder. MPEG LA licenses portfolios of essential patents for the MPEG-2, IEEE 1394, DVB-T, MPEG-4 Visual, MPEG-4 Systems and AVC/H.264 (also known as MPEG-4 Part 10) standards. MPEG LA is also developing licenses for Digital Rights Management (DRM) and the proposed VC-9 standard. For more information, please refer to <http://www.mpegla.com>