

# Press Release

**Coding Technologies at 3GSM: Hall 2, Level 1, Stand B37**

**Coding Technologies brings surround sound to the handset with MPEG-4 aacPlus and MPEG Surround**

*Software Development Kits for embedded platforms available*

**Barcelona, 3GSM World Congress, February 12<sup>th</sup>, 2007** — Coding Technologies, the leading provider of audio compression technology for digital broadcasting, mobile music and the Internet, today announced the availability of the brand new MPEG Surround software development kits (SDKs) for embedded platforms to bring true surround sound to the mobile phone. These new SDKs combine Coding Technologies' MPEG-4 aacPlus, the world's most efficient audio codec, with the newly standardised MPEG Surround compression technique. Coding Technologies provides implementations for the most commonly used platforms such as TI C55/64/67, ARM, ADI Blackfin, and MIPS.

Based on a new paradigm for multi-channel audio coding, MPEG Surround is the only multi-channel encoding system with built-in backward compatibility to stereo. The additional enabler for mobile surround sound is the binaural decoding mode available in MPEG Surround which allows for a high quality surround sound experience on stereo headphones while keeping complexity low. It offers the ability for music and movie download services to bring the improved quality of surround sound to portable players as well as to multi-channel speaker systems set-up in the home environment and in the car. This can be achieved without any compromise of the user experience, even for those using older players limited to stereo playback.

"MPEG Surround is a great technology which is also highly suited to the mobile world where more and more people are using their phone or other types of portable player as their music device of choice," said Martin Dietz, CEO and President, Coding Technologies. "We have always seen audio quality as a defining factor in the future of consumer services. Now that we

are able to bring the surround sound experience that we have come to expect in the home to a mobile phone, we are increasingly looking at mobile as an area offering enormous potential for further development.”

The incorporation of surround sound on portable devices is made possible by the low overheads associated with MPEG Surround data. This technology advantage means that a surround sound bit stream can be put onto a storage-constrained device without any penalty in output quality and with very little loss in device storage levels.

“Our dedicated team has worked hard to ensure the quickest possible availability of this amazing technology”, added Dietz. “As the focus on mobile applications continues to gather momentum globally, this latest development opens up a whole new mobile experience for the user to enjoy.”

The company will be demonstrating MPEG Surround at the 3GSM World Congress. Other demonstrations will include implementations of the aacPlus audio codec developed by Coding Technologies, such as Vodafone’s RadioDJ.

###

*All trade names, company names and product names are trademarks or registered trademarks of the respective owners*

### **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](http://www.codingtechnologies.com).*

#### **Coding Technologies GmbH**

Gerald Moser  
Deutschherrnstrasse 15-19  
90429 Nuernberg - Germany  
+ 49 911 928 91 14 (phone)  
+ 49 911 928 91 99 (fax)  
[press@codingtechnologies.com](mailto:press@codingtechnologies.com)  
[www.codingtechnologies.com](http://www.codingtechnologies.com)

#### **Press agency UK**

James Wood  
Axicom UK  
Axicom Court  
Barnes High Street 67  
London SW13 9LE - United Kingdom  
+ 44 20 83 924 063 (phone)  
+ 44 20 83 924 055 (fax)  
+ 44 78 017 534 14 (mobile)  
[james.wood@axicom.com](mailto:james.wood@axicom.com)  
[www.axicom.com](http://www.axicom.com)

#### **Coding Technologies, Inc.**

Shawn Hopwood  
539 Bryant Street Suite 306  
San Francisco, CA 94107  
+ 1 888 289 4405 (phone)  
[press@codingtechnologies.com](mailto:press@codingtechnologies.com)  
[www.codingtechnologies.com](http://www.codingtechnologies.com)