

Press Release

Coding Technologies at CCBN: WorldDMB booth, #6120, Hall 6, China International Exhibition Center, Beijing

Coding Technologies Introduces New DAB+ Audio Codec Standard to China

Latest Audio Coding Standard Allows Broadcasters to Provide Enhanced Audio Experience at Significantly Higher Spectrum Efficiency

Beijing, China, March 28, 2007 — Coding Technologies, the leading provider of audio compression for digital broadcasting, mobile media, and the Internet, today announced that it is bringing DAB+, the latest audio codec standard in DAB, to the Chinese market for the first time. A live demonstration of DAB+, also the first in China, will be given by Coding Technologies at the China Content Broadcasting Network (CCBN) 2007 tradeshow, held from March 30 to April 1, 2007, in the capital Beijing.

Using Coding Technologies' flagship product, the MPEG-4 aacPlus audio codec (also known as HE-AAC v2), DAB+ enables broadcaster to provide better audio quality at far lower bit rates. As the most efficient audio compression scheme available worldwide, aacPlus v2 offers the same perceived audio quality at about one third of the bit rate required by MPEG Audio Layer II as used in current DAB services.

As a result of its significantly increased bandwidth efficiency, DAB+ offers broadcasters the highest levels of flexibility in lowering costs per channel and in delivering a wider choice of stations to consumers. Governments and Regulators also benefit by being able to manage spectrum availability more effectively. However, DAB+ is designed to provide the same functionality of the current DAB system, including traffic announcements and PAD multimedia data such as dynamic labels of artist information or news headlines, complementary graphics and images.

As another important improvement in DAB+, the new standard also provides reverse compatibility in broadcasting surround sound in addition to mono and stereo programming by using the new MPEG Surround

technology. With this method, broadcasters can offer surround sound within the same audio bit stream for listeners with multichannel capable receivers while all other listeners are still able to enjoy high quality stereo sound.

“We are very excited to introduce the advanced DAB+ standard to the rapidly evolving digital broadcasting market in China,” said Toni Fiedler, Chief Representative of Coding Technologies China Office. “We are already seeing growing acceptance and popularity of our aacPlus technology in this market. With the demonstration of the DAB+ at CCBN, we hope to encourage a wider range of Chinese broadcasters to better understand the value of this public standard and the benefits that it will bring to their services.”

The new DAB+ standard is published by ETSI (TS 102 563) and was developed by WorldDMB, the international organization responsible for the Eureka 147 standards. WorldDMB was also formerly known as the WorldDAB Forum.

This is the second time that the aacPlus audio codec has been included in the Eureka 147 family of standards. Previously, the DAB standards adopted aacPlus for DMB multimedia services, designed for mobile TV. It is also the audio compression format of choice across many other industry standards, systems and applications, such as MPEG, DVB, and 3GPP. aacPlus is used by many of the world’s most demanding professional equipment manufacturers, broadcasters, and content aggregators to deliver high quality music via terrestrial, satellite, the Internet, and mobile networks.

Coding Technologies will be holding its live demonstration of DAB+ and will be providing more information on the company’s innovative technologies throughout CCBN from March 30 to April 1, at the WorldDMB booth, #6120, Hall 6, China International Exhibition Center in Beijing.

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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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