

Press Release

Coding Technologies' MPEG-4 aacPlus confirmed clear winner in European Broadcasting Union multi-channel listening test

Testing rated aacPlus to be the most efficient audio codec for use across all broadcast applications from mobile to SD to HDTV

Nuremberg, Germany, July 16, 2007 — Coding Technologies, the leading provider of audio compression for digital broadcasting, mobile media, and the Internet, today announced that the EBU (European Broadcasting Union) has chosen its MPEG-4 aacPlus audio codec as a clear winner in a recent multi-channel audio test. The EBU found that the codec is the only one capable of delivering superior surround audio across a wide range of bit rates; all broadcasting applications, including mobile, SD (Standard Definition), and HD (High Definition) TV. This is Coding Technologies' second listening test victory with the highly regarded EBU. In a previous 2003 stereo comparison, aacPlus outperformed each and every other codec in the test field.

The multi-channel audio system and quality evaluation test carried out by EBU is a stringent, independently run blind listening test which compares the audio quality and performance of audio codecs across the market place.

The listening test determined that aacPlus, at bit rates between 128 and 192 kbps, outperformed all other surround sound codecs in terms of efficiency, while scoring overall audio quality results in the 'excellent' range. This remarkable level of audio quality was only reached by its competitors while operating at twice the bit rate and above. Additionally, a corresponding workshop held by the EBU revealed that aacPlus multi-channel audio encoding is now fully capable of handling and utilising Dolby metadata.

Coding Technologies' aacPlus codec represents a breakthrough in audio compression efficiency that delivers high fidelity stereo and multi-channel audio at far lower bit rates than previously thought possible. Broadcasters

deploying aacPlus achieve extremely high quality audio while gaining considerable reductions in bandwidth requirements. For example, HD broadcasters can deliver crystal clear 5.1 surround sound in as little as 160 kbps while SD broadcasters can deliver excellent quality stereo at 48 kbps.

“It is a new day in the digital TV world,” said Stefan Meltzer, vice president business development, Coding Technologies. “Coding Technologies is very pleased that independent test results now provide conclusive proof of the value aacPlus puts in the hands of broadcasters, operators and media providers looking to provide a better listening experience to their customers, while reducing their own system requirements.”

aacPlus is an MPEG-4 standardised audio codec. It is the combination of the industry standards AAC (Advanced Audio Coding) and Coding Technologies’ SBR (Spectral Band Replication) and PS (parametric Stereo) compression methods.

Much of the strength in aacPlus comes from the synergies it creates between broadcasters, device manufacturers, network operators and end users by adapting to their various needs. It is used by many of the world’s most demanding professional equipment manufacturers, broadcasters and content aggregators to deliver high quality audio via terrestrial, satellite, the Internet, and mobile networks.

In broadcast, the significantly increased bandwidth efficiency of aacPlus offers broadcasters the highest levels of flexibility in lowering costs per channel and in delivering a wider choice of programming to consumers in consistently high audio quality. Deployment of the codec has already led to an emerging range of digital entertainment applications such as satellite and cellular music, HD radio and TV and mobile television. aacPlus is a standard feature in a growing list of more than 200 media/entertainment products from companies including Nokia, Motorola, Sony Ericsson, Alcatel, Casio, Hitachi, Kyocera, LG, Siemens and Toshiba.

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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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