

# Press Release

## **4i2i Communications licenses Coding Technologies' MPEG-4 aacPlus audio codec**

*License deal will create one-stop shop for embedded AVC/H.264 aacPlus audio/video solutions*

**IBC, Amsterdam, The Netherlands, September 7, 2007** — Coding Technologies, the leading provider of audio compression for digital broadcasting, mobile music and the Internet, announced today that 4i2i Communications has licensed the company's MPEG-4 aacPlus v2 audio codec to be combined with 4i2i's highly optimized MPEG-4 AVC/H.264 video codec products. The combination of Coding Technologies' aacPlus v2 and 4i2i's MPEG4/H.264 encoding and decoding technology will provide device manufacturers with a range of SOC (System On Chip) audio and video solutions for FPGAs and ASICs from a single source IP vendor.

4i2i brings its high level of expertise in Verilog and VHDL design to the table, resulting in integrated audio/video solutions delivering the highest possible performance in terms of audio and video quality with very low bit rate requirements, power consumption and CPU usage. This will empower broadcasters, network operators and device manufacturers to maximize the efficiency of their services and products to offer greater customer satisfaction. 4i2i works closely with leading FPGA vendor Xilinx and covers large segments of the market for professional broadcast equipment.

Mark Hoopes, Senior Manager of Broadcast and Consumer Vertical Marketing at Xilinx said: "Xilinx introduced 4i2i to Coding Technologies in response to customer requests. I also recognized the combined customer benefits that 4i2i and Coding Technologies will have by offering the broadcast industry a one stop audio/video encode/decode integrated Xilinx FPGA based solution that addresses their functional and quality needs."

Adds Martyn Riley, 4i2i CEO and co-founder: "We were extremely impressed with the quality of their demonstration and the commitment we share with Coding Technologies in providing high quality IP solutions to our markets. We are delighted to have reached an agreement and have Coding

Technologies as a partner; both companies complement one another to the benefit of the customer."

"Versatility, reliability and performance all determine the success of an open standard in digital broadcasting", says Stefan Meltzer, vice president business development digital broadcasting and consumer electronics at Coding Technologies. "4i2i and Coding Technologies share this deep understanding to provide the world-class combination of technology to the benefit of our customers. We are extremely pleased to see our technology being spread over the market covered by 4i2i, which will also guarantee highest compatibility amongst all kind of devices."

###

*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).*

#### **4i2i Communications**

*4i2i is a world-wide leader in licensing video coding intellectual property cores including H.261, H.263, MPEG2, MPEG4 part 2 and MPEG4 part10/H.264 standards. 4i2i Communications Limited is a privately funded company founded in 1995 in Aberdeen, Scotland. 4i2i has more than 100 IP licencees, with customers from the leading semiconductor houses and OEM's worldwide. 4i2i has offices in Aberdeen, Edinburgh, and San Jose.*

*For more information please visit [www.4i2i.com](http://www.4i2i.com)*

**Coding Technologies**

Gerald Moser

Deutschherrnstrasse 15-19  
90429 Nuernberg - Germany

Tel: + 49 911 928 91 14

Fax: + 49 911 928 91 99

[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)

**Press Agency USA**

Janice Mackey

Weber Shandwick

Sunnyvale, California

+ 1 916 684 5109 (direct)

+ 1 916 717 9165 (mobile)

[j.mackey@webershandwick.com](mailto:j.mackey@webershandwick.com)

[www.webershandwick.com](http://www.webershandwick.com)