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12 MPEG Industry Forum Members Exhibiting at IBC 2009

MPEG-4 AVC / H.264 in action in Amsterdam

Fremont, California, August 25, 2009 – The MPEG Industry Forum, the world’s largest advocacy group for the promotion of MPEG and other standards based video technologies, today announced that the following 12 member companies will be exhibiting at IBC 2009, taking place in Amsterdam, The Netherlands between Thursday, 10 September and Tuesday, 15 September 2009.

Amino Communications	5.B40
Cisco	1.D71
dicas	1.A80
DivX/MainConcept	2.C50
Fraunhofer IIS	8.C81
Harmonic Inc	1.C61
Joanneum Research	3.D08
Motorola	1.F30
NagraVision	1.D69
Qualcomm	5.A21
Sigma Designs	4.C58
Zoran	2.C50

"Technology continues to advance bringing opportunities for new converged and personalized services combined with increasing operational efficiencies" said David Price, Vice President of the MPEG Industry Forum and Vice President at Harmonic Inc. "in this increasingly complex environment standards are all the more needed to avoid the limitations of proprietary solutions"

"IBC is a major event for our members and is an important opportunity for demonstrating their latest standards based products and services." said Sebastian Moeritz, President MPEGIF and CEO dicas. "Without a doubt, standard based technologies are continuing to provide the very best platform for next generation media services and both the exhibition and conference at IBC will provide clear and precise evidence of this."

MPEGIF will present the MPEGIF Master Class titled "The Future of Digital Television" on Monday, 14 September 2009. Organized in conjunction with the International Association of Broadcasters (IBC), this special event will explore how new technologies are changing the way digital multimedia is created, compressed, delivered and monetized.

Business and technology leaders will share their experiences and unique industry insights at this year’s Master Class that feature keynote speakers including executives from EchoStar Broadcasting, Virgin Media, Deutsche Telecom, Turner Broadcasting, and Sling Media. The keynote speakers will be joined by panelists comprising operators and other leading technology pioneers and industry analysts such as: TDVision Systems, Open TV, NagraVision and the Association of Commercial Television in Europe.

About IBC

Established in 1967, IBC has evolved from its roots in terrestrial broadcasting to become the leading event for professionals involved in the creation, management and delivery of entertainment and news content worldwide. The exhibition attracts over 1400 exhibitors including all the major equipment suppliers. IBC draws over 49,000 attendees from more than 130 countries that visit each year to see the state-of-the-art. The world-renowned IBC conference tackles all the hot creative, management and technical issues.

About MPEGIF

The MPEG Industry Forum is an independent and platform neutral not-for-profit organisation representing 25 international companies and organizations from diverse industries with the goal to facilitate and further the widespread adoption and deployment of MPEG and related standards in next generation digital media services. It provides a forum to exchange information and views on technological, economic and regulatory issues that are relevant to these services. It also provides a powerful industry voice advocating the adoption of standards and consolidating the direction of the industry in the time of transition from analogue to digital television and media services.

MPEGIF, with more than 2,500 people subscribed to its mailing lists, has played a significant role in facilitating the widespread adoption and deployment of MPEG-4 AVC/H.264, the Emmy-Award winning video compression technology, as the industry's video compression standard powering next generation television and most mainstream content delivery as well as consumption applications including packaged media. MPEGIF offers interoperability testing, a conformance program, marketing activities and is present at international trade shows and conferences.

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