

News Release – For Immediate Release

MPEG Industry Forum Members Active at IBC 2011

- Hosting Reception to promote the adoption of MPEG DASH -

Fremont CA, August 6, 2011 – The MPEG Industry Forum (MPEGIF) today announced that it has 9 Members who will exhibit at IBC in Amsterdam this year. These include:

- Cisco 13.197
- Envivio 1.D73
- Ericsson 1.D61
- Fraunhofer 8.B80
- Harmonic 1.B20
- Motorola 1.D31
- RGB Networks 4.C78
- Sigma Design 13.333
- Zoran 5.C06

The MPEG Industry Forum will also host a Networking Reception to be held at the Okura Hotel on September 10, 2011 from 6:00 p.m. to 8:00 pm directly following the close of the IBC show that evening. The Reception has been sponsored by **Envivio** and is being held to promote the adoption of MPEG DASH. “DASH is an important new development that brings standardization to the carriage of content over unmanaged networks where bandwidth capacity is often unpredictable,” said David Price, Vice President of the MPEG Industry Forum and Head of Business Development at Ericsson TV. The Reception is **free and open to all** IBC attendees and will be the perfect place to meet and mingle with top executives, and experts in the field of MPEG technologies, while enjoying a few drinks and hors d’oeuvres.

During the Reception there will be a short “elevator pitch” program focused on the strengths and efficiencies of MPEG DASH technology. Confirmed speakers for this program include: John Simmons, Media Platform Architect, Microsoft; Julien Signes, President and CEO of Envivio Inc. and Thomas Stockhammer, Consultant, Technical Standards, Qualcomm.

To download an invitation to the reception go to:

<http://www.mpegif.org/exhibitions/IBC2011/Index.php>

About MPEGIF

The MPEG Industry Forum is an independent and platform neutral not-for-profit organization representing more than 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.

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