

## **FOR IMMEDIATE RELEASE**

### **15 Companies Adopting the MPEG Industry Forum Logo Qualification Program**

- First Adopters being recognized during MPEGIF Master Class at NAB 2007 -

Fremont, CA, April 6, 2007 – The MPEG Industry Forum (MPEGIF) today announced that there are currently 15 member companies, who are participating in the MPEGIF Logo Qualification Program. They will each be recognized during the MPEGIF Master Class at NAB 2007, on Sunday, 15 April 2007 in the Las Vegas Convention Center.

The MPEGIF Logo Qualification Program designed to help guide interoperability among products and technology. The program, based on a self-certification process, is free of charge and open to all companies using MPEG technology, not just members of MPEGIF although, membership is encouraged. Qualified products have the right to display an MP4 Qualification Mark and also list their status in their documentation, literature, and advertising. They will also have their product listed in the MPEGIF Product Directory (<http://logo.mpegif.org>).

“Our MPEGIF Logo Qualification Program, an absolutely unique initiative in the industry, has been adopted by 15 members, with many more companies expected to complete the qualification process in the coming months,” said Sebastian Moeritz, President of MPEGIF. “Our three-tiered program promotes MPEG conformance and interoperability -- ingredients of paramount importance when it comes to next generation video delivery services utilizing MPEG-4 AVC / H.264.”

“MPEGIF has always been at the forefront of leveraging the MPEG brand and creating outstanding and exceptional promotion opportunities for its members through a variety of high-profile activities.” said David Price, Vice President of MPEGIF. “The success to date of our MPEGIF Logo Qualification Program is clear evidence of the global importance, impact and necessity of our work for the benefit of our members and our industry.”

During the MPEGIF Master Class at NAB 2007, Dr. Sean McCarthy, Chairman of the MPEGIF Logo Qualification Program, will recognise the following 15 companies and provide a presentation about this MPEGIF initiative.

MPEGIF Logo Qualification Program participating companies and NAB booth number are:

Envivio: SU12105

Sci-worx

VSoft: N6026

Ceva DSP

Faunhofer IIS: SU6830

Meditek

MainConcept : SU14209

Modulus Video: SU14909

ARC International

Sencore

Harmonic Inc: SU9620

Sunplus Technologies

Hantro

Human Monitoring Ltd

Nvidia

Dicas

The MPEGIF Master Class titled “Advanced Video Services in Next Generation Video Ecosystems” will take place at NAB 2007 on Sunday, April 15 from 10:00 a.m. to 5:30 p.m. The Master Class will feature speakers from CBS, Telekom Austria, Turner Broadcasting, AT&T, Alcatel-Lucent, MobiTV, Qualcomm, Quative, Harmonic, Konan Digital, IPV, Industria, Packetvision, Latens and Professor Tim Wu from Columbia Law School, best known for popularizing the concept of network neutrality. Digital Tech Consulting, a supporting partner in the Master Class, will provide attendees with a free research brief titled “MPEG Compression: The Transition from MPEG-2 to MPEG-4 AVC/H.264”.

Attendees can register online for the MPEGIF Master Class at:  
[http://nabshow.com/mpeg\\_industry\\_forum.php](http://nabshow.com/mpeg_industry_forum.php).

The MPEG Industry Forum is also hosting a networking party at the House of Blues, Mandalay Bay Casino, on Monday 16 April 2007 from 6:00 p.m. to 9:00 p.m. This networking event will be the perfect place to meet the speakers from the MPEGIF Master Class and other industry luminaries. The Networking event and Master Class are being sponsored in part by Harmonic Inc (<http://www.harmonicinc.com>), MainConcept (<http://www.mainconcept.com>) and dicas (<http://www.dicas.de>) and Vanguard Software Solutions (<http://www.vsofts.com>).

### **About NAB2007**

NAB2007 will take place April 14 - 19, 2007 in Las Vegas (exhibits open April 16). It is the world's largest electronic media show covering the development, delivery and management of professional video and audio content across all media. Complete NAB2007 details are available at [www.nabshow.com](http://www.nabshow.com).

### **About MPEGIF**

The MPEG Industry Forum ([www.MPEGIF.org](http://www.MPEGIF.org)) represents more than 60 international companies and organizations from diverse industries and promotes the adoption of MPEG standards, including MPEG-4 AVC (H.264). MPEGIF serves as a single point of information on technology, products and services for these standards, offers interoperability testing, a conformance program, marketing activities and is present at international trade shows and conferences.

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