

News Release - For Immediate Release

“Advanced Video Services in Next Generation Video Ecosystems”

NAB2007, Las Vegas

April 15, 10 a.m. to 5:30 p.m.

Las Vegas Convention Ctr. Room S228

MPEG Industry Forum Presents NAB2007 Master Class “Advanced Video Services in Next Generation Video Ecosystems”

Fremont, March 22, 2007 -- The MPEG Industry Forum (MPEGIF) today announced the “Advanced Video Services in Next Generation Video Ecosystems” full-day Master Class at NAB2007 in Las Vegas on Sunday, April 15. Held in conjunction with the National Association of Broadcasters (NAB), this special event will explore how new technologies are changing the way digital multimedia is created, compressed, delivered and monetized. A number of business and technology leaders at the forefront of next-generation networks will share their experiences and unique industry insights at this year’s Master Class.

Featured keynote speakers include senior executives from Alcatel-Lucent, , MobiTv, Telekom Austria, and Professor Tim Wu from Columbia Law School, best known for popularizing the concept of network neutrality. The keynote speakers will be joined by panelists from programmers such as CBS and Turner Broadcasting, service operators such as AT&T and Tiscali and other leading technology pioneers and industry analysts. Together they will examine the state of advanced video services and the role of open standards in the ecosystem. The morning session begins at 10:00 a.m. and will discuss consumer trends, content creation and protection. The afternoon sessions will focus on “content on the move” and new technologies. Each session will also include an interactive roundtable panel with the keynote speaker and other panelists. MPEGIF will also provide an update of the Forum’s work in developing and promoting open MPEG standards and the MPEGIF Logo Qualification Program.

“As video services and consumption patterns continue to change at an ever-increasing pace, standards such as MPEG are critical for the industry,” said Sebastian Moeritz, President of the MPEG Industry Forum.

“Technologies and products based on the MPEG standards continue to develop, particularly as service providers continue to explore and implement MPEG-4 AVC in their networks to improve bandwidth efficiency and make room for the plethora of advanced services now available. The Master Class provides an ideal forum for discussion and exploration of the key issues with regard to implementation of next generation video networks.”

“The theme of the MPEGIF Master Classes has changed over the past 4 years since they were first introduced at NAB and IBC” said David Price, Vice President of MPEGIF. “Initially they promulgated information regarding the pros and cons of various digital video codecs, but now we find the focus has moved to embrace the entire digital video ecosystem and the role of standards based technology at all levels.”

Attendees can register online for the MPEGIF Master Class at http://nabshow.com/mpeg_industry_forum.php for a fee of \$295 for NAB members and \$325 for non-members. The MPEG Industry Forum is also hosting a

networking party at the House of Blues, Mandalay Bay Casino on Monday, April 16 from 6:00 – 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.

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.

About MPEGIF

The MPEG Industry Forum (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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Note to Editors: Media must have pre-registered with NAB to attend NAB2007 events. Contact NAB Corporate Communications at 202-429-5350 or abrenner@nab.org to register. MPEGIF is managed by Association Management Solutions: www.amsl.com