

FOR IMMEDIATE RELEASE

More than Twenty MPEG Industry Forum Members Exhibiting at NAB2007

– Industry Leaders to Demonstrate World-Class MPEG-Based Solutions –

Fremont, CA, April 5, 2007 – The MPEG Industry Forum (MPEGIF) today announced that 23 member companies will be exhibiting at NAB2007, an annual event taking place in Las Vegas from April 16-19 which attracts more than 100,000 attendees from the broadcast industry.

MPEGIF, the world's largest advocacy group for MPEG technologies, is focused on furthering the adoption of MPEG standards among creators of content, developers, manufacturers, providers of services, and end users. The organization and its members participate in a number of leading industry events around the world.

“The fact that 23 of our members are exhibiting at NAB and many more attending the conferences underscores the universal adoption of MPEG as the mainstream in digital video standards,” said David Price, Vice President of MPEGIF. “A wide majority of our members are now utilizing the MPEG-4 AVC/H.264 codec for their next generation solutions, and many new products based on this technology are expected to be launched or demonstrated at the show.”

“For many years at NAB, our members have demonstrated the potential, opportunities, progress and the results of utilizing MPEG technologies in real-world applications and services,” said Sebastian Moeritz, President of MPEGIF. “The strong member presence at the exhibition along with MPEGIF's Master Class full-day conference session offers our members and the whole MPEG community a tremendous experience at NAB.”

MPEG Industry Forum Members exhibiting at NAB2007 and their booth numbers are:

Apple: SL5520

Canon: SU3020

Coding Technologies: N610, N209-LMR

Envivio : SU12105

Fraunhofer Institute IIS : SU6830

Harmonic Inc : SU9620

Hitachi : C5017

MainConcept : SU14209

Miravid : N408

Mitsubishi Electric : SL7712

Modulus Video : SU14909

NagraVision : SU7515

Nero : SL9624

NTT : SU10220

Philips Electronics : SU5229

Qualcomm : C2251

Radyne : SU5529

Scientific Atlanta : SU9613

Tandberg Television : SU4211

Tektronix : N2519

VBrick : SL11614
VCS : N3415
VSoft : N6026

MPEGIF will be presenting “Advanced Video Services in Next Generation Video Ecosystems” a full-day Master Class at NAB2007 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. In addition to the speakers MPEGIF will present an overview of the MPEGIF Logo Qualification Program and will present awards to participating companies for completion of the program. 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.

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>), dicas (<http://www.dicas.de>) and Vanguard Software Solutions (<http://www.vsofts.com>).

For more detailed information about each of the exhibiting members please visit:
<http://www.mpegif.org/exhibitions/NAB2007/Members%20Exhibiting.php>.

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.

#

Media Contact: Nicola Wissler, MPEG Industry Forum Coordinator, +1.510.492.4028,
nicola.wissler@mpegif.org