



Industry Forum



NAB 2008

MPEGIF Member

Exhibitor Directory

MPEG Industry Forum Members

Exhibiting at NAB 2008

AOL		Sigma Design	
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What is the MPEG Industry Forum?

The MPEG Industry Forum is a not-for-profit organization with the following goal:

“To further the adoption of MPEG Standards, by establishing them as well accepted and widely used standards among creators of content, developers, manufacturers, providers or services, and end users.”

With over 40 member companies representing broad, worldwide interests in all aspects of digital video, the MPEG Industry Forum was established to further the understanding and adoption of the MPEG-4, MPEG-7, MPEG-21, and other emerging MPEG technologies. A key activity for MPEGIF is the expansion of the MPEGIF Logo Qualification Program that will make the MP4 logo a common sight on consumer electronics products and professional equipment products alike.

How to join

Principal Member (Full)

This membership provides access to all activities in the Forum plus voting rights. The membership fee is \$3,000 USD.

Associate Member

The Associate Membership is reserved for not-for-profit organizations and institutions. The membership fee for the current year is \$300 USD.

For more information on membership benefits and joining procedures go to: <http://www.mpegif.org/join.php>

MPEGIF Logo Qualification Program

MPEGIF has the objective of establishing a thriving market for MPEG related products and services. To that end, MPEGIF has created a series of free self-certification programs to promote MPEG conformance and interoperability. The program levels are:



- **The Conformance Tier**, provides a way for companies to gain the right to use the MP4 Logo on their qualified products and associated marketing material by completing a Declaration of Conformance.
- **The Premium Conformance Tier**, provides a way for products to be recognized at a higher level of MPEGIF qualification by self-testing on a series of industry-standard test streams.
- **The Interoperability Tier**, provides a way for participating companies to work together to test and resolve interoperability issues before products go to market.

Completion of either the Conformance or the Premium Tiers provides companies access to the MP4 logo. Products that are qualified to use the MP4 Logo are also listed and promoted through the MPEGIF Qualified Products Directory which is accessible on-line.

For more information on these programs please contact info@mpegif.org or go to <http://logo.mpegif.org>.



MPEGIF Logo Qualification Program Participants

Conformance Tier:

Harmonic Inc
Motorola
Elecard Devices
Hantro Product
dicas
Nvidia
Silicon Image
CEVA
Media Tek
Sunplus Technologies
Sencore Inc
Human Monitoring Ltd
FreeScale Semiconductors
Scopus Video Networks

Premium Conformance Tier:

Samsung
Fraunhofer IIS
VSS
MainConcept
Envivio
Bsoft
ARC International
Amino Communications

MPEGIF at NAB2008

MPEGIF Master Class  **NABSHOW**
Where Content Comes to Life™

“The New Television Experience”

Sunday, April 13, 2008

10:00-5:00 p.m.

Room S228, Las Vegas Convention Center

In this Master Class, produced by the MPEG Industry Forum (MPEGIF), Television service providers, network operators and content owners will exchange their views on the changes in technologies, business models and regulatory framework that are fundamentally changing the way digital multimedia is created, compressed, stored, delivered and monetized. IP (Internet Protocol) is clearly the enabling technology that is finally creating the converged information delivery infrastructure bringing compelling personalized viewing experiences to the viewers. However, numerous and fundamental questions surround the route of transition from the conventional services enjoyed today and the way in which operators and content owners can get the best return from their investment.

This Master Class of 2008 will provide information to help organizations from all sectors make important decisions with service operators that have been adopting new video technologies over recent years sharing their experiences to date. MPEGIF places great emphasis on this being an interactive Master Class in which lively debates are expected and audience participation is encouraged. Industry experts representing the most influential players in next generation television and video entertainment, multimedia and standards-based video delivery exchange their views on trends and technologies that are changing the way digital multimedia is consumed today and in the future. The use of Internet Protocol (IP) is, of course, at the heart of the unicast services of the web. As broadband data rates have become increasingly common both in terms of pricing and bandwidth, IP delivered video over these broadband services have grown increasingly popular offering a freedom of choice never before seen in the television domain. However, the link in the home between the internet connection and the TV remains elusive despite numerous attempts to bring internet video to the TV.

This Master Class is the latest in a series of events focused on these topics and follows the hugely successful Master Classes staged by MPEGIF at NAB and IBC over the past 4 years.

MPEGIF Networking Party



Date: Tuesday April 15, 2008

Time: 7:00 - 11:00 p.m.

Location: Harley Davidson Cafe, Las Vegas

This is sure to be the biggest and best party at NAB 2008!

Come and enjoy free drinks and lots of food as you network with top industry players. Learn about the MPEG Industry Forum and what they are doing to further the adoption of MPEG Standards.

Enter to win a free Ipod Touch and other prizes.

MPEG Industry Forum Members

Exhibiting at NAB 2008

Amino

C1546



www.amino.com

Specialist in IPTV, InternetTV products and in-home multimedia distribution. The AmiNETTM series of STBs have been sold in over 80 countries worldwide. The award-winning range of compact, feature rich STBs is used by telecoms, broadcast and hospitality service operators. Amino also offers licensing solutions and is supported by world-class partners.

Cinea Inc.

N3218



www.cinea.com

Cinea, Inc., a Dolby company, develops and commercializes a forensic watermarking solution for the motion picture, television and broadcast industries. Running Marks, allows content owners to track pirated content to specific devices, from set-top boxes to PCs to portable video devices to mobile phones. The company is a founding member of the Digital Watermarking Alliance.

dicas

C10921



www.dicas.de

dicas, founded in 1999, is an MPEG-focused video coding specialist and a leading developer of ISO MPEG-4 real-time video coding hardware products and software solutions for Broadcast, IPTV, Mobile TV, Internet Streaming, Multimedia and Security applications. Under the brand name mpegable, dicas offers a family of MPEG-4, MPEG-4 AVC/H.264 (SD and HD) and 3GPP compliant professional software tools and components for a number of operating systems and DSPs/ICs. dicas also supplies services for the development, customization and optimization of MPEG-based video coding solutions.

Envivio

SU13205



www.envivio.com

Envivio is the leading technology provider of IP video convergence encoding solutions for telcos, enterprises, and broadcasters. Envivio solutions support the “3 screens” of video – TV’s, PC’s and mobile phones – and make IP video a reality over any type of network and to any multimedia device from mobile to HD. **v**

MPEG Industry Forum Members

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Fraunhofer IIS

SL7424



www.iis.fraunhofer.de/fhg/iis/bf/amm

Fraunhofer IIS is the leading international research lab in the field of high-quality low bit rate audio coding and known for the development of mp3. At booth SL7424, visitors experience 3D reconstruction of objects for CGI and AV technologies for digital broadcasting: High Efficiency AAC, MPEG Surround™, HD-AAC®, Enhanced Low Delay AAC, SX Pro™ upmix technology and the news service Journaline®.

Harmonic Inc.

SU9612



www.harmonicinc.com

Harmonic is redefining video delivery for broadcast, cable, satellite, telco, and Internet video service providers worldwide with ground-breaking IP-based video compression, stream processing, edge, broadband access and software solutions. Our versatile systems enable providers to deliver next-generation broadcast and on-demand video services including HDTV, VOD, nPVR and Internet/mobile TV.

Hitachi

C5018



www.hitachi-denshi.de

Hitachi Kokusai Electric, Inc. & Hitachi Kokusai Electric America designs, manufactures and markets HDTV, SDTV and Industrial video cameras for the Americas' Broadcast TV, cable, government, video production and institutional markets. Our products are world-renowned, offer exceptional value & advanced modern technology.

Hitachi Kokusai Electric, Inc. is a Hitachi, Ltd. (NYSE: HIT) group company.

Interra Systems

SU11929

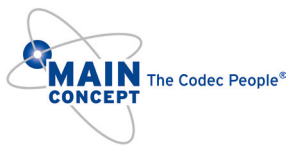


www.interrasystems.com

Interra's offerings include - Baton an Automated Content Verification System for quality control of media content in file-based SD, HD, and mixed workflows and Vega family of offline Analyzers that enhance productivity and provide an efficient debugging point for engineering teams working on encoders, decoders, broadcast and system integration. Interra also offers engg services to its customers.

MPEG Industry Forum Members

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MainConcept**SU14905**

www.mainconcept.com

MainConcept is the worldwide leading provider of high-quality codec technology for the broadcast, film, consumer electronics, computer software, medical imaging and security markets. MainConcept solutions are optimized for various platforms to support the most popular industry standards such as H.264/AVC, MPEG-2, and many more. MainConcept is a wholly owned subsidiary of DivX, Inc. (NASDAQ: DIVX).

Mitsubishi Electric**SI6410**

www.mitsubishielectric.nl

Mitsubishi Electric - Diamond Vision Systems Division provides large-scale LED video displays to the Sports, Entertainment and Commercial market place under the Diamond Vision brand name. Mitsubishi Electric is the leader in HD LED display technology and has established a reputation for supplying the most reliable, state-of-the-art LED display systems available.

Motorola**SU5013**

www.motorola.com

Motorola is known around the world for innovation and leadership in wireless and broadband communications, and we are inspired by our vision of Seamless Mobility. Motorola is committed to developing solutions that help end users get and stay connected simply and seamlessly to the people, information, and entertainment that they want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. By visiting with Motorola at NAB in Booth SU5013, content providers, service providers, and network operators can view and discuss the technology necessary to enable new service offerings and revenue opportunities.

Nagravision**SU7515**

www.nagra.com

Nagravision is the world's leading independent supplier of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its technologies are currently being used by more than 100 leading Pay-TV operators worldwide securing content delivered to over 77.5 million active smart cards and devices.



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NTT

SU10220

NTT Electronics is an industry leader in image compression technology. Our broadcast codec technology is activated by an international relay of worldwide sports event, and is winning high praise in world markets. Our outstanding technologies make it possible to provide highest image quality from commercial equipment to consumer equipment.

<http://www.nel-world.com/products/video/index.html>

Philips

SU3315

PHILIPS

www.philips.com

Philips Content Identification can help you to control your media assets and enable new revenue streams. Our extensive expertise and worldwide industry networks allow us to deliver solutions that match your requirements and needs. Our 'best-in-class' products, combined with our world-class partners means that we can support your business at every phase of the content release window.

Qualcomm

C2946

QUALCOMM

www.mediaflo.com

MediaFLO™ is a mobile broadcast platform for the delivery of high-quality entertainment and information, including streaming video and audio, Clipcasting™ media, IP datacasting and interactive services. FLO™ is an open, globally-recognized air interface technology standardized by the Telecommunications Industry Association (TIA) and recommended by ITU-R for the broadcasting of multimedia and data.

Radyne

C4842 & SU7915

RADYNE

www.radn.com

Radyne Corporation (NASDAQ: RADN), designs, manufactures, integrates and installs equipment to transmit and receive data, video, audio and Internet. Xicom manufacturers antenna- and rack- mount powered amplifiers operating in C-, X-, Ku-, Q-, Ka-, DBS-, and Multi-Bands. Tiernan manufacturers SD/HD video encoders, decoders, and satellite audio broadcast equipment.



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Scientific Atlanta

SU6120



www.scientificatlanta.com

Scientific-Atlanta, a Cisco company, is a leading global supplier of integrated content delivery platforms for video delivery – any stream to any screen. Our video heritage of providing MPEG-2 and MPEG-4 digital systems for high-quality video delivery is complemented by our video processing and management products, systems integration services, and next-generation IP video delivery capabilities.

Tandberg Television

SU4210



www.tandbergtv.com

TANDBERG Television, part of the Ericsson Group, will show leading video compression and software systems that enable HD and SD acquisition, management and distribution of on-demand and linear content across 'any platform, to any device™'. With best-in-class C&D, IPTV, HDTV, VOD, advertising on-demand, mobile and internet video solutions, the TANDBERG Television stand is a 'must see' at NAB.

Tektronix

N2520



Enabling Innovation

www.tektronix.com

The latest technologies are faster and often more complex than prior generations and require test equipment capable of greater performance and more extensive analysis. Tektronix plays a critical enabling role by providing engineers with industry-leading test and measurement solutions for high-speed serial data, digital RF, embedded systems technologies, and the transition to digital video.

VBrick

SL13600LMR & SL11614



www.VBrick.com

VBrick Systems, Inc. is the world's most reliable provider of standards-based video networking solutions to educational institutions, corporations, and governments. VBrick provides video streaming, video-on-demand, webcasting, and digital signage solutions. The Windows Media and MPEG products are used for distance learning, news distribution, executive broadcasts, and surveillance applications. Based in Wallingford, Connecticut, USA, VBrick's products are distributed through industry-leading value-added resellers, system integrators, and distributors.

Notes



Industry Forum

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