

FOR IMMEDIATE RELEASE

Over 15 MPEG Industry Forum Members Exhibiting at NAB 2009
MPEG-4 AVC / H.264 in action in Las Vegas

NAB 2009, Las Vegas, NV, April 16, 2009 – The MPEG Industry Forum, the world’s largest advocacy group for the promotion of MPEG technologies, today announced that the following 16 member companies will be exhibiting at NAB 2009, taking place in Las Vegas, NV between Monday, 20 April and Thursday 23 April 2009.

Amino Communications	C2054
Cisco	S214LMR
dicas	C1362
DivX/MainConcept	SU14102
Envivio	SU2424
Fraunhofer IIS	SL6023
Harmonic Inc	SU7209
Hitachi	C5018
Mitsubishi Electric	SL6510
Motorola	SU4417
NagraVision	SU5017
NTT	SU11617, SU11723
Qualcomm	C2146, OE429
Tandberg Television	SU5108
Tektronix	N2522
VBrick	SL4513

“With the US full power broadcasters completing their move to all digital in less than 2 months we are seeing operators in the US explore opportunities for new multi-screen services such as ATSC M/H and new business models arising from innovative hybrid delivery models using internet technologies”, said David Price, Vice President and Treasurer MPEGIF and Vice President, Business Development at Harmonic. “Our members have been preparing the enabling technologies for a number of years and, despite the macro-economic climate, we expect that this year’s NAB will be a platform to enable decision making by many operators and rights holders around the world”.

“Our members have been participating at NAB for many years showing fantastic products and services based on open international standards on display.” said Sebastian Moeritz, President MPEGIF and CEO dicas. “Especially in the current economic climate, NAB is of paramount importance for our industry and provides some exceptional opportunities and insights from a technological, commercial and academic point of view.”

MPEGIF will present the MPEGIF Master Class titled “The New World of Digital Television” on Sunday, 19 April 2009. Organized 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.

Business and technology leaders will share their experiences and unique industry insights at this year’s Master Class that feature keynote speakers including Starz, NTV Plus, Snell & Wilcox, Nielsen, MobiTV, Advanced Media Ventures, and the Open IPTV Forum. The keynote speakers will be joined by panelists comprising operators and other leading technology pioneers and industry analysts such as Motorola, DIRECTV, AT&T, PBS, Isis Digital, MPEG LA, Intel, Verimatrix, the EBU, informitv and IPTV Americas.

This MPEGIF Master Class will provide information to help organizations from all sectors make important decisions with service operators, who have been adopting new video technologies over recent years sharing their experiences to date.

The MPEG Industry Forum is also hosting a networking party at the Harley-Davidson Café on Tuesday, April 21 from 8:00 – 12:00 a.m. This networking event will be the perfect place to enjoy wonderful food and drinks, meet the speakers from the MPEGIF Master Class and relax with clients and colleagues.

The NAB 2009 MPEGIF Member Exhibitor Guide, as well as the invitation for the MPEGIF Networking Party can be downloaded from: <http://www.mpegif.org/exhibitions/NAB2009/index.php>

The activities of MPEGIF at NAB2009 are sponsored by dicas, Harmonic and Vsoft.

About NAB2009

The NAB Show™ is the world’s largest broadcast, audio & video event and your most comprehensive resource for next-generation training and tools. From conception to consumption, the NAB Show has proudly served for more than 80 years as the incubator for excellence – helping to breathe life into content everywhere. Join more than 100,000 content professionals from 163 countries who attend every year to experience the technologies that drive the entire eco-system of electronic media. Exhibit at the NAB Show and reach key buyers seeking solutions to create, manage or distribute content across multiple platforms.

About MPEGIF

The MPEG Industry Forum (www.mpegif.org), the world's largest advocacy group for MPEG technologies, represents more than 30 international companies and organizations from diverse industries and promotes the adoption of MPEG standards. MPEGIF, founded in 2000, has played a significant role in facilitating the widespread adoption and deployment of MPEG-4 AVC/H.264 as the industry's standard video compression technology powering next generation television and most mainstream content delivery and consumption applications including packaged media. 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.

MPEGIF runs the MPEGIF Logo Qualification Program, which is 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. Qualified products have the right to display the 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>).

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