

FOR IMMEDIATE RELEASE

Nine MPEG Industry Members exhibiting at NAB 2010

Next Generation Television in action in Las Vegas

NAB 2010, Las Vegas, NV, April 6, 2010 – The MPEG Industry Forum, the world’s largest advocacy group for the promotion of MPEG and related standards based technologies, today announced that the following 9 member companies will be exhibiting at NAB 2010, taking place in Las Vegas, NV between 12 April and 15 April 2010.

Amino – N4019
Cisco – SU10612
dicas - C11727
Fraunhofer – C12039
Harmonic – SU7213
Motorola – SU2912
MainConcept – SU6825
Nagravision – SU4912
VBrick – S13309

MPEGIF is also pleased to announce at NAB that the following companies have recently joined the organization as full members:

BluFocus
Digital Tech Consulting
Sensio
TataSky

During NAB 2010 MPEGIF will be presenting the next in the widely acclaimed MasterClass series held each year at NAB, IBC and CES and will also be holding the next 3D Working Group meeting.

On Wednesday April 14th from 9:00am to 12:00pm the MPEGIF NAB MasterClass titled “New Dimensions for Digital Television” (<http://www.mpegif.org/exhibitions/NAB2010/Index.php>) will be held in the Las Vegas Convention Center in Room 234 and will bring together executives from service operators, programmers and technology providers to share their experiences in developing and launching new services including 3D television. Following its inaugural meeting during CES 2010, the MPEGIF 3DTV Working Group, founded by MPEGIF members Motorola, Harmonic, dicas, NetLogic, TDVision and Mainconcept, will hold its next monthly meeting at NAB from 12:00noon – 1:00 in Room 234. The 3D Working Group meeting is open to the press as well as both members and non-members of the MPEGIF.

“At the same time as 3D TV is trying to gain a foothold in the living room bringing a dramatically new television experience to the consumer, we are still seeing inferior video quality and audio/video synch problems crop up everywhere”, said David Price, Vice President MPEGIF and Vice President at Harmonic Inc. “MPEGIF members are actively rising to these challenges and the NAB MasterClass at NAB2010 will explore these issues head-on and will feature executives from our industry that have a track record of knowing what they are talking about”.

“3DTV has arrived and is certainly here to stay becoming a standard feature in the overall landscape of next generation TV and video consumption. Surely, there will be teething problems, but NAB is a fabulous setting with an outstanding conference and exhibition to address and present solutions to these challenges” said Prof. Dr. h. c. Sebastian Moeritz, President MPEGIF and CEO at dicas. “Through participating and at NAB 2010 our MPEGIF members are tremendously contributing to progress and growth of our industry.”

About MPEGIF

The MPEG Industry Forum is an independent and platform neutral not-for-profit organization representing more than 20 international companies and organizations from diverse industries with the goal to facilitate and further the widespread adoption and deployment of MPEG and related standards in next generation digital media services. It provides a forum to exchange information and views on technological, economic and regulatory issues that are relevant to these services. It also provides a powerful industry voice advocating the adoption of standards and consolidating the direction of the industry in the time of transition from analogue to digital television and media services.

MPEGIF, with more than 2,500 people subscribed to its mailing lists, has played a significant role in facilitating the widespread adoption and deployment of MPEG-4 AVC/H.264, the Emmy-Award winning video compression technology, as the industry's video compression standard powering next generation television and most mainstream content delivery as well as consumption applications including packaged media. MPEGIF offers interoperability testing, a conformance program, marketing activities and is present at international trade shows and conferences.

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