



## NEWS RELEASE

For Immediate Release

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**MPEG LA Offers HEVC Patent Portfolio License**  
*License for High Efficiency Video Coding Standard with Patents  
from 23 Enterprises Is MPEG LA's Latest*

(DENVER, CO, US – 29 September 2014) – MPEG LA, LLC today announced the availability of the HEVC Patent Portfolio License (“HEVC License”). The joint license includes patents that are essential to the High Efficiency Video Coding standard (HEVC, also known as H.265 and MPEG-H Part 2) designed to improve video coding and transmission efficiency for the benefit of Internet, television, and mobile service providers and consumers with increased speed and capacity. HEVC is also expected to deliver next generation higher resolution HDTV video by broadcast, streaming, download, and 4K Blu-ray™ for 4K and 8K Ultra High Definition TV.

“The market is ready for an HEVC License,” said MPEG LA President and CEO Larry Horn, “and MPEG LA is proud to offer one. We applaud the cooperation and hard work of HEVC patent owners to make this important technology available through an efficient licensing alternative.”

“The HEVC License is yet another example of the role the MPEG LA® Licensing Model plays in making licenses available on reasonable terms under standard-essential patents (SEPs) for emerging technologies,” added Bill Geary, Vice President of Business Development at MPEG LA.

Copies of the HEVC license agreement may be obtained at  
<http://www.mpegla.com/main/programs/HEVC/Pages/AgreementExpress.aspx>.

A summary of the license agreement may be found at  
<http://www.mpegla.com/main/programs/HEVC/Pages/Agreement.aspx>.

The License currently includes essential HEVC patents owned by the following 23 enterprises:

Apple Inc.  
Electronics and Telecommunications Research Institute (ETRI)  
Fujitsu Limited  
Hitachi Maxell, Ltd.  
HUMAX Holdings Co., Ltd.  
Intellectual Discovery Co., LTD.  
JVC KENWOOD Corporation  
Korea Advanced Institute of Science and Technology (KAIST)  
Korean Broadcasting System (KBS)  
KT Corp.  
M&K Holdings Inc.  
NEC Corporation  
Newratek, Inc.  
Nippon Hoso Kyokai (NHK)  
Nippon Telegraph and Telephone Corporation (NTT)  
NTT DOCOMO, INC.  
Orange SA  
Samsung Electronics Co., Ltd.  
Siemens Corp.  
SK Telecom  
Tagivan II, LLC  
The Trustees of Columbia University in the City of New York  
Vidyo, Inc.

MPEG LA's objective is to provide worldwide access to as much HEVC essential intellectual property as possible. Therefore, MPEG LA welcomes any party that believes it has patents that are essential to the HEVC standard to submit them for an evaluation of their essentiality by MPEG LA's patent experts and inclusion in the License if determined to be essential. Interested parties may request a copy of the terms and procedures governing patent submissions at <http://www.mpegla.com/main/programs/HEVC/Pages/Licensors.aspx>.

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## **MPEG LA, LLC**

MPEG LA is the world leader in alternative technology licenses. By assisting users with convenient access to patent rights for their technology choices, MPEG LA offers licensing solutions that create opportunities for wide adoption and fuel innovation. MPEG LA's pioneering MPEG-2 licensing program helped produce the most widely employed standard in consumer electronics history and has become the template for addressing numerous other technologies. Today MPEG LA manages licensing programs consisting of more than 9200 patents in 75 countries with 189 licensors and some 5800 licensees. For more information, please refer to <http://www.mpegla.com>.