



## NEWS RELEASE

For Immediate Release

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### **MPEG LA Announces Call for Patents Essential to Multiview Video Codec (MVC)**

*MVC Enables Delivery of 3D Video Content Over Blu-ray Disc™ and Other Digital Media*

(DENVER, CO, US – 12 January 2011) – MPEG LA, LLC, world leader in alternative one-stop patent licenses, announces a call for patents essential to the Multiview Video Codec (“MVC”) standard used to deliver 3D video images. MVC is currently used for storage and playback of 3D video content on Blu-ray Disc™ devices and optical discs (see <http://www.businesswire.com/news/home/20091217005371/en/Blu-ray-Disc-Association-Announces-Final-3D-Specification>).

MPEG LA invites any party that believes it has patents that are essential to the MVC Standard to submit them by February 18, 2011 for evaluation of their essentiality by MPEG LA’s patent evaluators in order to participate in the creation of, and determine licensing terms for, a joint MVC patent license. MVC is described in Annex H of ITU-T Rec. H.264 (03/10) and ISO/IEC IS 14496-10:2010 (Dec. 15, 2010). Presently, evaluations will be based on ISO/IEC IS 14496-10:2010 (Dec. 15, 2010) (available at [http://www.iso.org/iso/iso\\_catalogue/catalogue\\_tc/catalogue\\_detail.htm?csnumber=56538](http://www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=56538)). Although only issued patents will be included in the license, in order to participate in the license development process, patent applications with claims that their owners believe are essential to the MVC Standard and likely to issue in a patent also may be submitted. Further information, along with terms and procedures governing patent submissions, can be found at <http://www.mpegla.com/main/pid/mvc/default.aspx>.

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## **MPEG LA, LLC**

MPEG LA is the world leader in alternative technology licenses, enabling users to acquire worldwide patent rights necessary for a technology standard or platform from multiple patent owners in a single transaction as an alternative to negotiating individual licenses. Wherever an independently administered one-stop patent license would provide a convenient marketplace alternative to assist users with implementation of their technology choices, the licensing model pioneered and employed by MPEG LA may provide a solution. By balancing patent users' interest in reasonable access with patent owners' interest in reasonable return, MPEG LA creates the opportunity for adoption of new technologies and fuels innovation. MPEG LA's initial licensing program for MPEG-2 digital video compression helped produce the most widely employed standard in consumer electronics history, and the MPEG LA<sup>®</sup> Licensing Model has become the template for addressing other technologies. Today MPEG LA manages licensing programs consisting of essential patents in 70 countries. For more information, please refer to <http://www.mpegla.com>.