



## NEWS RELEASE

For Immediate Release

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### **MPEG LA Expands HEVC License Coverage**

(DENVER, CO, US – 25 April 2016) – MPEG LA, LLC has announced that the coverage of its HEVC Patent Portfolio License has been updated to conform with recent revisions to the HEVC standard as defined in Recommendation ITU-T H.265 v3 (4/2015). In addition to the coverage earlier provided to Licensees, the License has been expanded to provide coverage for the 3D Main profile. The current royalty rates remain unchanged.

The HEVC Patent Portfolio License, introduced on September 29, 2014, is offered for the convenience of HEVC users enabling them to obtain coverage under essential patents owned by multiple patent holders in a single license as an alternative to negotiating separate licenses. Interested parties may request a copy of the License at <http://www.mpegla.com/main/programs/HEVC/Pages/AgreementExpress.aspx>.

MPEG LA's objective is to provide worldwide access to as much HEVC essential intellectual property as possible for the benefit of licensees. Any party that believes it has a patent which is essential to the HEVC standard as defined in Recommendation ITU-T H.265 v3 (4/2015) is welcome to submit its patent(s) for an evaluation of 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 by going to <http://www.mpegla.com/main/programs/HEVC/Pages/Licensors.aspx>.

Current patent holders to MPEG LA's HEVC Patent Portfolio License include Apple Inc.; British Broadcasting Corporation (BBC); Electronics and Telecommunications Research Institute (ETRI); Fujitsu Limited; Hitachi Maxell, Ltd.; HUMAX Co., Ltd.; IBEX PT Holdings; Industry – Academy Cooperation

Foundation of Sejong University; Infobridge Pte. Ltd.; Intellectual Discovery Co., LTD.; JVC KENWOOD Corporation; Korea Advanced Institute of Science and Technology (KAIST); Korean Broadcasting System (KBS); KT Corp.; Kwangwoon University Industry – Academic Collaboration Foundation; M&K Holdings Inc.; NEC Corporation; NEWRACOM, Inc.; Nippon Hoso Kyokai (NHK); Nippon Telegraph and Telephone Corporation (NTT); NTT DOCOMO, INC.; Orange SA; Samsung Electronics Co., Ltd.; Siemens Corp.; SK Planet Co., Ltd.; SK Telecom; SungKyunKwan University Research & Business Foundation; Tagivan II, LLC; The Trustees of Columbia University in the City of New York; University – Industry Cooperation Foundation of Korea Aerospace University; University – Industry Cooperation Group of Kyung Hee University; and Vidyio, Inc.

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## **MPEG LA, LLC**

MPEG LA is the world’s leading provider of one-stop licenses for standards and other technology platforms. Starting in the 1990s, it pioneered the modern-day patent pool helping to produce the most widely used standards in consumer electronics history. Today MPEG LA operates licensing programs for a variety of technologies consisting of nearly 12,000 patents in 80 countries with some 200 patent holders and 6000 licensees. By assisting users with implementation of their technology choices, MPEG LA offers licensing solutions that provide access to fundamental intellectual property, freedom to operate, reduced litigation risk and predictability in the business planning process. In turn, this enables inventors, research institutions and other technology owners to monetize and speed market adoption of their assets to a worldwide market while substantially reducing the cost of licensing.