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## NEWS RELEASE

For Immediate Release

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### **MPEG LA to Hold Seminar in China for CAIA Member Companies on October 21**

(Chevy Chase, Maryland, US – 18 October 2004) – MPEG LA, LLC is pleased to announce that it will conduct a seminar “MPEG-2 Technology and China’s DVD Industry” for the China Audio Industry Association (CAIA) and its member companies on Thursday 21 October 2004 in Shanghai’s Jingjiang Grand Hall.

The seminar will focus on MPEG-2 technology, MPEG LA’s MPEG-2 Patent Portfolio License, and the DVD Industry in China. Mr. Lawrence A. Horn, Vice President, Licensing and Business Development, will conduct the seminar in cooperation with the Shanghai-based Maryland Center China (MCC) which will be hosting Maryland Governor Robert L. Ehrlich, Jr. and the Maryland Department of Business and Economic Development during the Governor’s Asia Mission 2004 from October 19<sup>th</sup>-21<sup>st</sup>.

“MPEG LA looks forward to this opportunity to meet our customers, thank them for their past support and better understand and address their technology and licensing needs going forward,” said MPEG LA Vice President Larry Horn. “China is a large and growing market for MPEG-2 technology and China’s support for MPEG LA’s MPEG-2 Patent Portfolio License, already strong, promises to grow even stronger as a result of our mutual cooperation. MPEG LA thanks CAIA for its leadership and looks forward to continued cooperation with CAIA member companies that will assist them in meeting their MPEG-2 marketplace needs. MPEG LA also appreciates the tireless efforts of the Maryland Center China in putting this event together; it is further testimony to MCC’s continuing strategic assistance to MPEG LA.”

The Shanghai event will provide an opportunity for Chinese manufacturers who make DVD products that use technology covered by MPEG LA's MPEG-2 Patent Portfolio License to become more familiar with the MPEG-2 technology required for DVD and the license offered by MPEG LA providing access for its use. The MPEG-2 Patent Portfolio License has 800 licensees accounting for most MPEG-2 products (e.g., DVD players and recorders; cable, satellite and terrestrial digital set-top boxes; digital televisions; PCs with DVD playback; DVD discs, game machines and more) in the current world market, including China.

The MPEG-2 Patent Portfolio License, which was issued in July 1997, provides fair, reasonable, nondiscriminatory access under a single license to essential MPEG-2 patents owned by Alcatel; Canon, Inc.; Columbia University; France Télécom R&D; Fujitsu Limited; General Electric Capital Corporation; GE Technology Development, Inc.; General Instrument Corporation; Hitachi, Ltd.; KDDI Corporation; Koninklijke Philips Electronics N.V./U.S. Philips; LG Electronics; Matsushita Electric Industrial Co., Ltd.; Mitsubishi Electric Corporation; Nippon Telegraph and Telephone Corporation (NTT); Robert Bosch GmbH; Samsung Electronics Co., Ltd.; SANYO Electric Co., Ltd.; Scientific-Atlanta, Inc.; Sharp Kabushiki Kaisha; Sony Corporation; Thomson Licensing S.A.; Toshiba Corporation; and Victor Company of Japan, Limited (JVC).

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## **MPEG LA, LLC**

MPEG LA is the world leader in one-stop technology platform patent licenses, enabling users to acquire patent rights necessary for a particular technology standard or platform from multiple patent holders in a single transaction as an alternative to negotiating a license with each of them. 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. MPEG LA is not related to any standards agency and is not an affiliate of any patent holder. MPEG LA licenses portfolios of essential patents for the MPEG-2, IEEE 1394, DVB-T, MPEG-4 Visual (Part 2), MPEG-4 Systems and AVC/H.264 (also known as MPEG-4 Part 10) standards. MPEG LA is also facilitating the development of alternative patent portfolio licenses relating to DRM Reference Model v 3.0 and the proposed SMPTE VC-1 standard. In addition, MPEG LA actively seeks to adopt its alternative patent licensing model in other industries including biotech and pharmaceutical. MPEG LA, which is headquartered in Denver, CO, runs its worldwide licensing operations out of Chevy Chase, Maryland. For more information, please refer to [www.mpegla.com](http://www.mpegla.com).

## **MPEG-2**

MPEG-2 refers to the worldwide digital video compression standard of the International Organization for Standards (ISO) and International Telecommunications Union (IEC) underlying the efficient transmission, storage and display of digitized moving images and sound tracks on which high definition television (HDTV), Digital Video Broadcasting (DVB), direct broadcast by satellite (DBS), digital cable television systems, multichannel-multipoint distribution services (MMDS), personal computer video, digital versatile discs (DVD), interactive media and other forms of digital video delivery, storage, transport and display are based. MPEG-2 compresses digital information by reducing spatial and

temporal redundancies in binary data streams, thereby conserving transmission resources and storage space. It is an open technology, giving users a wide interoperable range of cost and quality options within the computation that compresses data to produce a video stream meeting the MPEG-2 standard.

### **Maryland Center China**

Maryland Center China (MCC) was created in 1996 to develop commercial relationships between Maryland and China. Sponsored by the Maryland Department of Business and Economic Development, in collaboration with private-sector members of the Maryland business community, MCC represents the State of Maryland's interest in the expanding market of China. MCC strives to establish relationships and to promote cooperation and exchange with China's national and provincial authorities and business leaders, and to encourage and assist more Maryland companies to consider expansion into the China market.