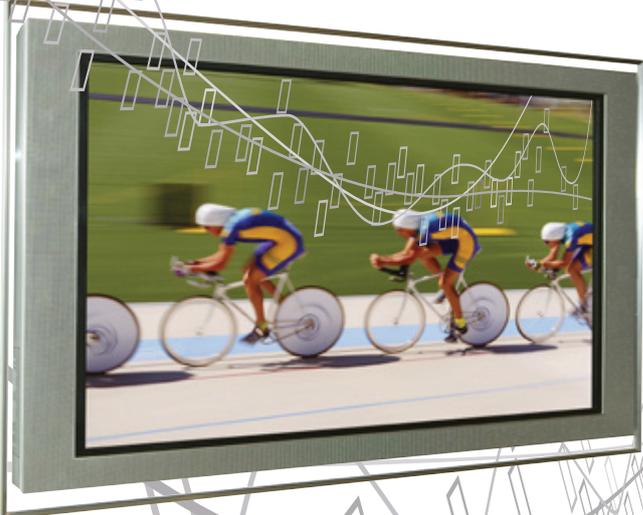


3ivx MPEG-4

advanced video compression technology



What is 3ivx?

3ivx MPEG-4 is a mature, standards-based video compression system which enables the transmission and storage of video which would otherwise be too large to store or transmit. 3ivx MPEG-4 consists of separate MPEG-4 Audio, MPEG-4 Video and MP4 File Format components for authoring and playback of MPEG-4 media.

New additions to the 3ivx suite include RTP Streaming components, H.264 encoding and multi-core encoding optimizations.

3ivx can be used to prepare video clips for distribution via the web to Personal Computers, to Mobile Devices such as iPods or for live streaming. The strength of the 3ivx MPEG-4 codec lies in its unique combination of image quality, performance, interoperability and portability.

Demonstrations at CeBIT 2008

In partnership with Intel, 3ivx has engaged in targeted R&D to optimize the 3ivx MPEG-4 Video Encoder Core to fully utilize upcoming multi-core CPUs. This work has made real-time encoding of 1080 HD Video a reality.

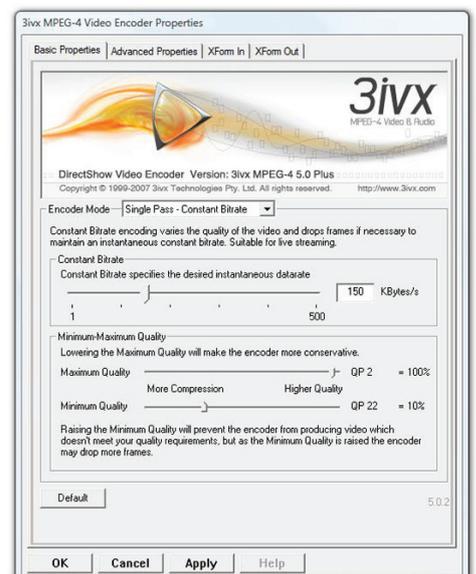
3ivx RTP Streaming components support streaming of MPEG-4 and H.264 to QuickTime and other media devices over the Internet. The 3ivx Multi-Core Video Encoder and Streaming components deliver real-time Full HD encoding and streaming that is flexible and easy to integrate.

3ivx H.264 will be demonstrated at CeBIT 2008 and will be made available for testing by industry in the third quarter of 2008. 3ivx Technical consultants are available to answer your MPEG-4 and H.264 questions at the show.

Why 3ivx?

The 3ivx decoder components play back most MP4, M4A, 3GP, MOV and AVI files with MPEG-4 Video and MPEG-4 AAC Audio. Supported MPEG-4 variants include DivX 3 through 6, Apple MPEG-4 and Xvid. The audio decoder can play MPEG-4 High Efficiency and Low Complexity AAC audio encoded by Nero AAC, iTunes and others.

The components work with Windows Media Player, the QuickTime Player and any other compatible applications. 3ivx MPEG-4 5.0.2 produces noticeably higher video quality than other decoders due to its high quality post-processing filters and because of its core design and optimization, maintains a record-breaking speed.

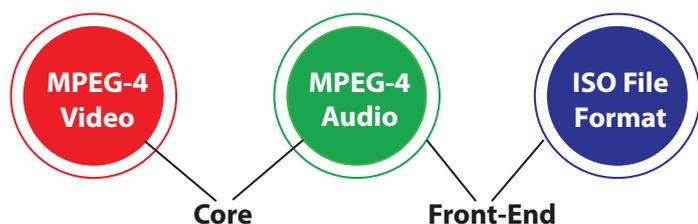


The 3ivx encoder components produce industry-leading compact high quality MPEG-4 Video and Audio and are distributed as plug-ins for DirectShow as well as plug-ins for QuickTime and Video for Windows. This allows you to encode MPEG-4 Video and Audio in AVI, MOV or MP4 files with the encoding application of your choice.

3ivx MPEG-4 encoded video can be played back by QuickTime 6 or 7 without the need for any additional component to be installed.

Key Features

3ivx MPEG-4 5.0 is an MPEG-4 Part 2 Advanced Simple Profile implementation for Windows Vista, Mac OS X and Linux.



CPU Complexity Controls enable real-time video encoding by allowing Speed vs Quality trade-offs, which combined with VBR, CBR and ABR Single Pass modes enhance Live Streaming capabilities. Video Archiving and Offline Production benefit from Dual Pass modes with Fast First Pass and Credit Suppression.

Error Detection, Recovery and Concealment aid in the playback of error prone streams while the MP4 Media Tools can be used to recondition and repair malformed pre-existing MPEG-4 streams to enable broader interoperability.

Markets

The 3ivx MPEG-4 component suite is a high quality, full-featured, cross-platform, DRM/IPMP enabled MPEG-4 software solution. 3ivx MPEG-4 is used in many fields from military, security, medical and education to HDTV, IPTV, Video Conferencing, Video Production, Broadcasting as well as Mobile Video, Games and Embedded Systems. Clients already licensing 3ivx MPEG-4 5.0 include Samsung, Canon, Yamaha, Sony, Panasonic, Pure Digital Technologies and Tyco Healthcare.

Bundling and Licensing

3ivx MPEG-4 5.0 is available in various configurations and bundles for immediate Licensing and Integration.

By integrating 3ivx MPEG-4, a developer gains access to simple, reliable and effective MPEG-4 reading, writing and authoring support. Licensing 3ivx is a cost effective and straight forward

solution for adding MP4 support to an existing product. 3ivx can be integrated by developers using either DirectShow, QuickTime or Video For Windows APIs, or as native libraries.

3ivx's easy to use consumer products are available at <http://store.3ivx.com>

3ivx MPEG-4 Software

Bundle Versions

	Video Decoder	Video Encoder	Media Splitter	Media Muxer	Audio Decoder	Audio Encoder	HE-AAC Decoding	Max. # of AAC Channels
3ivx MPEG-4 Decoder NoAudio	✓	✓						
3ivx MPEG-4 Decoder Lite	✓	✓						2
3ivx MPEG-4 Decoder Standard	✓	✓				✓		2
3ivx MPEG-4 Decoder Multi-Channel	✓	✓				✓		5.1
3ivx MPEG-4 Decoder Deluxe	✓	✓				✓		5.1
3ivx MPEG-4 NoAudio	✓	✓	✓	✓				
3ivx MPEG-4 Lite	✓	✓	✓	✓	✓	✓		2
3ivx MPEG-4 Standard	✓	✓	✓	✓	✓	✓		2
3ivx MPEG-4 Multi-Channel	✓	✓	✓	✓	✓	✓		5.1
3ivx MPEG-4 Deluxe	✓	✓	✓	✓	✓	✓		5.1

