

MPEG Industry Forum re-launching Logo Qualification Program at NAB2006

Las Vegas, 19 April 2006 – The MPEG Industry Forum (MPEGIF), one of the world's largest standards based technology advocacy group, is re-launching its Logo Qualification Program at NAB 2006.

MPEGIF's Logo Qualification Program is being operated to ensure interoperability among products and technology. Originally open to members of MPEGIF, the Logo Qualification Program is now open to all industry participants to have their products undergo testing against standardized bitstreams and qualified decoder products to confirm they work together under specific MPEG profiles and levels.

Qualified products have the right to display the distinctive MP4 Qualification Mark and may list test results of qualification in their documentation, literature, and advertising. Qualified products can be selected or have its status confirmed by browsing the Product Directory or searching for it on MPEGIF's dedicated Logo Qualification website (<http://logo.mpegif.org>), part of MPEGIF's internet presence, which counts millions of hits and is one of the most frequented resource when it comes to MPEG technologies.

“MPEG-4 AVC/H.264 has emerged as the clear winner for next generation video products and services from mobile over IPTV to HD broadcast, so opening up our MPEGIF Logo Qualification Program to all industry participants is a logical step” commented Sebastian Moeritz, MPEGIF's President.

“The MP4 Qualification Mark will become a distinct feature on many devices confirming interoperability and giving the market confidence as well as peace of mind for the operator. It is the missing element of demonstrating a fully functional end-to-end video ecosystem” continued David Price, Vice President of MPEGIF.

MPEGIF will be exhibiting at NAB at the AVC Alliance booth (Booth # SL1976 South Hall 2). MPEGIF is sponsoring this booth together with ISMA (www.isma.tv) and has also produced, in cooperation with NAB, the MPEG Forum Pavilion (Booth # SL1206)

Other MPEGIF activities during NAB 2006 include:

-- a full day joint forum together with ISMA entitled "Advanced Video Services: From Broadband to Wireless" on Sunday 23, April 2006 in the Las Vegas Convention Center, Room S221 from 8 a.m. to 5 p.m. with top class speakers from; Alcatel, AT&T Operations Inc., IBM Digital Media, Motorola, NagraVision, Nokia, PBS and Video Networks Ltd.

For the full program, please visit <http://www.mpegif.org/exhibitions/NAB2006/>.
To register for this event, please visit:
<http://www.nabshow.com/Conferences/sessiondetail.asp?id=1204175>

-- The Multimedia World Reception on the opening evening of NAB. Monday, 24 April 2006, from 6:00 p.m. to 8:00 p.m. in Room S220. MPEGIF and ISMA are sponsoring this event.

About the MPEG Industry Forum - MPEGIF represents over 100 companies from diverse industries. MPEGIF member companies are evenly distributed across North America, Europe and Asia, addressing MPEG adoption issues that go beyond the charter of ISO/IEC MPEG. Specifically focusing on the widespread adoption of MPEG-4 AVC and AAC, activities include marketing, interoperability and the MPEGIF Logo Qualification Program as well as presence at trade shows and extensive conference participation. For more information visit: <http://www.mpegif.org>,

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