

Fraunhofer IIS at NAB 2009

Highlights:

- 5.1 Internet streaming to an iPhone with HE-AAC and MPEG Surround
- New SX Pro Version 2

Fraunhofer IIS invites all NAB visitors to its South Hall booth (SU6023) at the Las Vegas Convention Center. Don't miss out on this important opportunity to discover a wealth of new developments in the field of professional audio coding and multimedia technologies.

At NAB 2009, Fraunhofer IIS - a world-leading provider of MPEG audio technologies - will highlight [MPEG Surround](#), the new ISO standard delivering iPod-compatible, high-quality surround sound at stereo bit-rates. For the first time, Fraunhofer will demonstrate live MPEG Surround Internet radio streaming to the PC and to an iPod Touch using the MPEG surround binaural headphone mode, with real-time playback on the device. MPEG Surround will also be played from a legacy iPod on 5.1 channel surround speakers through the Fraunhofer-designed iPod docking station prototype. Fraunhofer will also demonstrate the bandwidth savings of MPEG Surround in combination with H.264 video as part of an IPTV/Web-TV application. In addition, MPEG Surround will be demonstrated in one of the many environments to which it is ideally suited - the automobile.

All MPEG Surround applications are deployed in conjunction with stereo-to-multi-channel upmixing solution [SX Pro](#), enabling a seamless transition from stereo to surround content distribution. The recent introduction of Version 2 of SX Pro offers significantly enhanced flexibility for broadcasters, including the ability to adjust the upmix to match a station's musical characteristics. For example, a vibrant upmix could be selected for a rock radio station, while a neutral upmix might be deemed appropriate for a jazz station. In addition, SX Pro v2 can be used to upmix the audio track of movie and TV content.

NAB visitors will also have the opportunity to find out more about the forthcoming MPEG Unified Speech and Audio technology. This exciting new development constitutes the first-ever audio codec to support high-quality compression of both speech and audio at bit-rates as low as 16 kbit/s and below.

We will also show our technologies in professional broadcast equipment at the following partner booths:

Continental Electronics (N7007):

A Digital Radio Mondiale DRM live broadcasting chain with 5.1 surround sound and Journaline® is shown at the booth.

Nautel (N7016):

Experience the first digital FM radio DRM+ live broadcasting chain.

Telos Systems (N7620):

The professional broadcast encoder Fraunhofer ContentServer now offers integrated Livewire support - hear for yourself.

Fraunhofer IIS looks forward to welcoming you to its booth. The following experts are available for meetings during the show:

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Alexander Zink, Business Development Broadcast Applications, Fraunhofer IIS
Olaf Korte, Head of Group Broadcast Applications, Fraunhofer IIS
Virgilio Bacigalupo, Product Manager HD-AAC, Fraunhofer IIS
Alfonso Carrera, Representante del Fraunhofer IIS, Departamento Audio & Multimedia, España y
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If you would like to schedule an appointment, please do not hesitate to contact us at amm-
info@iis.fraunhofer.de or call Jan Nordmann, Director of Marketing and Business Development, at +1
408 573 9900.

Best regards,
Matthias Rose

About Fraunhofer IIS

The Fraunhofer Institute for Integrated Circuits IIS, based in Erlangen, Germany, is home of the organization's Audio and Multimedia division that has been working in compressed audio technology for more than 20 years. Fraunhofer IIS is universally credited with the development of the seminal mp3 coding algorithms and co-development of AAC (Advanced Audio Coding) as well as MPEG Surround technology standards. Throughout more than two decades, Fraunhofer IIS has licensed its audio codec software to more than 1,000 companies. Fraunhofer estimates that it has enabled more than 1 billion commercial products worldwide using its mp3, AAC and other media technologies. The Fraunhofer IIS organization is part of Fraunhofer-Gesellschaft, based in Munich, Germany. Fraunhofer-Gesellschaft is Europe's largest applied research organization and is partly funded by the German government. With nearly 13,000 employees worldwide, Fraunhofer-Gesellschaft is composed of 56 Institutes conducting research in a broad range of research areas. For more information on Fraunhofer-Gesellschaft and Fraunhofer IIS, contact Matthias Rose, +49 9131 776-6175.

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