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## **MPEGIF Launches “3D over MPEG” Campaign**

Fremont, California, December 21, 2009 – The MPEG Industry Forum (MPEGIF), the world’s largest advocacy group for standard’s based digital television technologies, announced today the formation of the 3DTV Working Group and launch of the “3D over MPEG” campaign. The new working group and campaign continue MPEGIF’s successful work in furthering the widespread adoption and deployment of MPEG-related standards including MPEG-4 AVC/H.264, the Emmy-Award winning video compression technology.

“3DTV is of keen interest to everyone in the video creation and delivery industries. The challenge we all face is that of sorting through the myriad technical options. Our common goal is to create a 3DTV ecosystem that delivers great new experiences to consumers.” says Dr. Sean McCarthy, chair of the newly formed 3DTV Working Group and Fellow of the Technical Staff at Motorola. “The 3DTV Working Group and the ‘3D over MPEG’ campaign are designed to provide focus and clear information to decision makers. 3DTV can be distributed today using MPEG-related standards. Existing broadband and broadcast services and infrastructures are 3D-ready, and ongoing works by standards bodies provide a compelling path for the future evolution of 3DTV.”

The 3DTV Working Group will provide a forum for free exchange of information related to this emerging technology, an industry voice advocating the adoption of standards and for consolidating the overall direction of the 3DTV industry. Its focus and constituency will be derived from video service providers, consumer electronics manufacturers, content owners, equipment manufacturers, system integrators, software providers, as well as industry advocacy groups, industry analysts, financial institutions and academic institutes.

“3D video is showing distinct commercial promise in theatrical releases and could thus transition to the advanced living room to follow High Definition and Surround Sound. As a result there is a growing array of competing technologies and work from various standards bodies”, said David Price, Vice President, MPEGIF and Vice President at Harmonic Inc. “It has therefore become a major theme of the next MPEG Industry Forum Master Class being held at CES 2010 in Las Vegas in January featuring leading executives from HBO, AT&T, Microsoft and other industry luminaries”.

### **About MPEGIF**

The MPEG Industry Forum is an independent and platform neutral not-for-profit organization representing more than 20 international companies and organizations from diverse industries with the goal to facilitate and further the widespread adoption and deployment of MPEG and related standards in next generation digital media services. It provides a forum to exchange information and views on technological, economic and regulatory issues that are relevant to these services. It also provides a powerful industry

voice advocating the adoption of standards and consolidating the direction of the industry in the time of transition from analogue to digital television and media services. MPEGIF has played a significant role in facilitating the widespread adoption and deployment of MPEG-4 AVC/H.264, the Emmy-Award winning video compression technology, as the industry's video compression standard powering next generation television and most mainstream content delivery as well as consumption applications including packaged media.

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