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Press Contact:

Sandra Peterson
ISMA Press Relations
Internet Streaming Media Alliance (ISMA)
+1 408 691-0343
sandra@isma.tv

ISMA Drives Testing of Emerging Streaming Media Technologies

December Year-End Plugfest Marks a Year of Tremendous Progress in Streaming Media

San Francisco, Calif.—December 28, 2004—Three standards organizations joined forces to conduct robust testing of emerging standards in streaming rich media, such as music and video, over the Internet. Engineering staff from companies in North America, Europe and Asia converged in New York this month to test their products and technologies.

The three organizations that participated:

- ISMA (Internet Streaming Media Alliance, www.isma.tv)
- IMTC (International Multimedia Telecommunications Consortium, www.imtc.org)
- MPEGIF (MPEG Industry Forum, www.mpegif.org)

The Plugfest took place at IBM Research Labs in Hawthorne, New York, which was hosting the concurrent ISMA 15th Forum. Technologies of focus were:

- AVC (Advanced Video Coding) file format testing
- HE-AAC (High Efficiency Advanced Audio Coding) file format testing
- AVC streaming
- ISMACryp—an encryption and authentication framework for media streams
- Closed Captioning—a framework for creating and delivering synchronized captions, subtitles, and audio descriptions with digital media content

“It’s incredibly productive to be right next to other engineers in a complex testing environment,” said Harold Fuchs, Streaming Audio Engineer with Fraunhofer in Germany. “We identified and solved many technical issues immediately for technologies currently in development.”

Hundreds of files were tested in a mixed environment of servers and clients from a variety of global manufacturers. More than 100 AVC files were tested including raw H.264, MP4, and 3GP file formats. Audio files available for testing included backward and non-backward signaling modes, mono, stereo, 5.0, and 5.1 formats. An MP4 File Validator was available for automated testing of AVC and HE-AAC hint tracks. Live encoding of closed captioning was tested successfully as was file encryption and streaming using IMSACryp.

ISMA hosts quarterly Plugfests around the world to promote interoperability and adoption of open standards for streaming rich media. “Participants would have to make large investments in time, money, and engineering resources to purchase and set up a system of competitive and complimentary products,” said David Singer, ISMA Chairman and Apple’s QuickTime Engineering Ecosystems Manager. “The Plugfest creates this rich environment for them.”

For information about future ISMA Plugfests, please visit www.isma-tv.

About the Internet Streaming Media Alliance (ISMA)

Founded in December 2000, the Internet Streaming Media Alliance is a non-profit corporation whose mission is to accelerate the adoption and deployment of open standards for streaming rich media content such as video, audio, and associated data, over Internet protocols. ISMA is a diverse alliance with representatives from all points of the streaming workflow. Members include Act, Inc., America Online, Analog Devices, Apple Computer, California State University at Fresno, Case Western Reserve University, Cisco Systems, Coding Technologies, ContentGuard, DMDsecure, Dolby Laboratories, Envivio, France Telecom, Fraunhofer Institute, Fujitsu, Hewlett-Packard, Hitachi, IBM, Inka Entworks, NEC Corporation, OPTIBASE, Philips Electronics, Standby Program, Sun Microsystems, Telecom Italia, University of Washington, VBrick Systems, Widevine Technologies, and WIS Technologies. For more information visit the ISMA website at <http://www.isma.tv>.

About the International Multimedia Telecommunications Consortium (IMTC)

The IMTC is an industry-leading non-profit organization whose mission is to promote and facilitate the development and use of interoperable, real-time, multimedia telecommunication products and services based on open international standards. The IMTC hosts interoperability testing events and demonstrations throughout the world. Over the past three years the IMTC has hosted more than 20 interoperability-testing events to test H.323, 3G-324M, 3G-PSS, SIP, Nat/Firewall Traversal, T.120, H.320, and Voice over IP products and services with each other. The IMTC Board of Directors includes representatives from Cisco Systems, Dilithium Networks, Emblaze Mobile, France Telecom, LifeSize Communications, Nextreaming Corp., NMS Communications, Nokia, Nortel Networks, Polycom, RADVISION, Siemens AG, Sony, and TANDBERG. The San Ramon, California-based consortium comprises approximately 70 member organizations from around the globe. Membership is open to any interested party, including vendors of audio, document, and video conferencing hardware and software; academic institutions; government agencies; and non-profit organizations. “The IMTC is making Rich Media happen Anywhere, Anytime.” Further information on IMTC can be found at <http://www.imtc.org>.

About the MPEG Industry Forum

MPEGIF represents approximately 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>, or contact Laura Nugent at +1 510 744-4026, or by Email at lnugent@mpegif.org.

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