![Fraunhofer IIS logo]

Press Release

Experience Sonnox Fraunhofer Pro-Codec Plug-in at NAB

Fraunhofer IIS, the world's renowned source of audio and multimedia technologies, and innovative plug-in designer/manufacturer Sonnox Ltd bring their new professional audio workstation software plug-in to NAB. For the first time, this convenient tool enables broadcast, post-production, and audio professionals to use high-quality, bandwidth-saving MPEG audio codecs from the AAC and mp3 families directly in their favorite audio editing software.

At NAB, broadcast professionals will be able to gain a hands-on experience and learn from the product manager about the benefits of the plug-in for their everyday use that include the possibility to monitor the quality of each codec output in real-time.

Installing this plug-in in digital audio workstation software such as Pro Tools, Audition, Acid, WaveLab, Logic, or Cubase will allow files to be saved in formats such as AAC, HE-AAC, mp3, or the lossless formats HD-AAC and mp3HD. Additionally, the plug-in allows real-time "on-the-fly" monitoring of the codec output in the DAW software during mixing and mastering and is able to encode to multiple formats and bit-rates simultaneously.

"At NAB, Fraunhofer will be showing a mastering-quality plug-in developed with Sonnox that will bring the audio quality and bandwidth savings of our codecs to the broadcast and professional markets," says Robert Bleidt, General Manager Fraunhofer USA Digital Media Technologies. "For

Press Release

example, the use of HE-AAC for podcasts could save 2/3 of a station's download bandwidth costs. Our codecs can also save downloading time and provide higher quality for demo and approval clips, or for sending voiceovers or actualities. With HE-AAC now supported in Windows Media Player 12, QuickTime, WinAmp, and Flash streaming as well as Android and iOS devices, we wanted to offer the industry a professional tool for preparing compact, quality content for these platforms."

The plug-in is also the first professional production offering of Fraunhofer's surround codecs mp3 Surround, AAC Multichannel, and HE-AAC Multichannel, enabling surround content to be encoded in these formats for gaming or electronic distribution.

Sonnox has developed an intuitive FFT display to illustrate the input signal, output difference signal, and a unique graphical indication of the audibility of codec-induced noise. The plug-in offers decoder clipping meters to reveal potential decode overloads, instant A-B auditioning to enable engineers to glitchlessly switch between codecs, and an ABX blind listening mode to aid in codec comparisons.

For more information, please visit http://www.sonnoxplugins. com/ws/pub/plugins/products/pro-codec.htm

About Fraunhofer

The Fraunhofer IIS Audio and Multimedia division, based in Erlangen, Germany, has been working in compressed audio technology for more than 20 years and remains a leading innovator of technologies for cutting-edge multimedia systems. Fraunhofer IIS is universally credited with the development of mp3 and co-development of AAC (Advanced Audio Coding) as well as technologies for the media world

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Fraunhofer USA Digital Media Technologies, a division of Fraunhofer USA, Inc., promotes and supports the products of Fraunhofer IIS in the U.S.

of tomorrow, including MPEG Surround, MPEG Spatial Audio Object Coding and the Fraunhofer Audio Communication Engine.

Through the course of more than two decades, Fraunhofer IIS has licensed its audio codec software and application-specific customizations to at least 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 18,000 employees world-wide, Fraunhofer-Gesellschaft is composed of 60 Institutes conducting research in a broad range of research areas. For more information, contact Matthias Rose, matthias.rose@iis.fraunhofer.de, or visit www.iis.fraunhofer.de/amm.

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