

Press Release

Vodafone Germany adopts Coding Technologies' aacPlus audio codec for Mobile Music Download Service

Turnkey solution allows full length music downloads on mobile phones

CeBit, Hannover, 19th March, 2004 — Coding Technologies, the leading provider of audio compression for mobile, digital broadcasting and the Internet, today announced that Vodafone Germany has introduced its new Vodafone Live! Music download service, based on aacPlus. The service will be demonstrated during CeBit at the Vodafone booth (FG/E03).

After mmO2 Vodafone Germany is the second operator to adopt Coding Technologies' aacPlus audio codec in Europe. Standardized in MPEG-4, aacPlus is already in use by SK Telecom in South Korea for its "June" mobile multimedia service.

The Vodafone service uses Musiwave's MODS™ (Music On Demand Service) and is a key step in the development of the worldwide mobile music market. MODS™ allows full length and secured downloads of music directly to mobile handsets. Users can browse a catalogue of available songs and purchase selected songs via their mobile handset through the operators' one-click billing systems: After 30 seconds of download the song will start to play automatically. Once playback of the song is finished, it is saved in the phone's memory along with the DRM rules which apply to protect it from illegal distribution.

The innovative model also allows consumers to retrieve their purchased tracks on their PC through a secured music storage vault. Furthermore, the user can track his downloaded songs via Vodafone's download Web site, download new songs from here and send them from the PC to their handset. As a result consumers can now benefit from both the mobile phones' impulse purchase and instantaneous consumption, and the PC's storage and collection building capability.

Coding Technologies

Coding Technologies provides the best audio compression for mobile, broadcasting, and Internet. SBR™ (Spectral Band Replication) from Coding Technologies is a backward and forward compatible method to enhance the efficiency of any audio codec; putting the "PRO" in mp3PRO and the "Plus" in aacPlus. SBR is a fundamental enabler of the Digital Radio Mondiale open standard and is a core component of MPEG-4 High Efficiency AAC.

Coding Technologies is a privately held company with offices in Sweden, Germany, and Silicon Valley. Founded in 1997 in Stockholm, the company later merged with a spin-off of the renowned Fraunhofer Institute in Germany, the inventor of MP3. Coding Technologies' customers include XM Satellite Radio, iBiquity Digital, SK Telecom, mmO2, Thomson, Musicmatch, and Texas Instruments.

For more information, visit <http://www.codingtechnologies.com/>.

Musiwave

Musiwave is the leading provider of mobile music entertainment services in Europe. With services distributed in 16 countries, Musiwave deals with more than 30 leading mobile telecommunications operators (T-Mobile, Vodafone, Orange, Telefonica Moviles, Optimus, Amena, Bouygues, SFR...) and handset manufacturers (Nokia, Sagem...). The added value of Musiwave's offer relies on the quality of content cleared of rights, state-of-the-art mobile technology and marketing and content management expertise.

For more information, visit <http://www.musiwave.net/>.

Press contact Coding Technologies

Gerald Moser
Coding Technologies GmbH
Deuschherrnstrasse 15-19
90429 Nuernberg - Germany
Tel + 49 911 928 91 14
Fax + 49 911 928 91 99
press@codingtechnologies.com
www.codingtechnologies.com

PR agency Coding Technologies

Anne Klein
Axicom GmbH
Junkersstrasse 1
82178 Puchheim - Germany
Tel + 49 89 800 908 23
Fax + 49 89 800 908 10
anne.klein@axicom.de
www.axicom.de

Press contact Musiwave

Samira Fertas
Com & CO
+ 33 (0)1 43 38 06 75
+ 33 (0)6 20 51 36 13
samiraf@com-n-co.com