

Press Alert

KDDI's EZ "Chaku-Uta Full™" Song Music Download Service delivers 1,000,000 aacPlus Downloads In the First 48 Days

Silicon Valley, CA – January 18, 2005 – Coding Technologies, the leading provider of audio compression technology for mobile, broadcasting, and Internet, today announced that mobile carrier KDDI Corp. of Japan sold 1,000,000 full song downloads in the first 48 days of the EZ "Chaku-Uta Full" service. Started on November 19, 2004, EZ "Chaku-Uta Full" uses the MPEG-4 aacPlus format.

With EZ "Chaku-Uta Full", users in Japan can preview songs and then purchase them for direct download to their mobile handset. Users can also increase the size of their library by moving tracks to removable memory cards on enabled handsets. Currently, four handsets from Toshiba, Hitachi, Sanyo, and Casio support the EZ "Chaku-Uta Full" service and it will be a standard feature in all future CDMA 1X WIN handsets.

"We are very happy with the success of our full song download service," said Makoto Takahashi, Vice President and General Manager of the Content and Media Division of KDDI Corporation. "aacPlus has contributed to that success by giving us faster downloads and higher audio quality."

"EZ 'Chaku-Uta Full' is popular because it gives listeners what they want," said David Frerichs, Vice President and U.S. General Manager of Coding Technologies. "High-quality, full-song downloads direct to your mobile phone, no PC required."

"Chaku-Uta Full™" is a trademark of Sony Music Entertainment Corporation.

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. Parametric Stereo from Coding Technologies and Philips again significantly increases the efficiency of audio codecs for stereo signals at low bit rates. Products from Coding Technologies are fundamental enablers of open standards such as 3GPP, MPEG, Digital Radio Mondiale, HD Radio, and DVD.

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 AOL, iBiquity Digital, KDDI, mmO2, MusicMatch, Nokia, RealNetworks, SK Telecom, Texas Instruments, Thomson, Vodafone, and XM Satellite Radio.

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