

Press Release

Radio City is first radio station in Norway to take advantage of revolutionary MPEG-4 aacPlus from Coding Technologies

Askim, Norway, April 11, 2005 — Radio City, located in Askim, Norway, today announced that the radio station will be the first in Norway to offer its programming for live Internet streaming using the Orban Opticodec 1010LE in combination with Coding Technologies' MPEG-4 aacPlus audio codec. aacPlus is the common denominator format between Internet streaming, digital broadcasting, and mobile, offering CD-quality stereo at 48 kbps, and excellent quality stereo at 32 kbps, especially when combined with Orban's Opticodec products. Listeners can now tune in to Radio City using even a 56 kbps dial-up modem.

aacPlus is already in widespread use for mobile music services and in digital broadcasting. By using aacPlus for their streaming services, providers can both reduce the bit rate required for their streams at highest audio quality, and broaden their listeners base by offering high quality audio even to users with slow connections. Its level of efficiency fundamentally reduces costs and increases the stream of revenue.

Kristian Aartun, Managing Director of Radio City Norway, said: "We are very delighted to start streaming on the Internet using the aacPlus technology. It is of great importance to us that we always deliver the best sound quality available through our distribution channels."

Peter Lee, Vice President European Operations Orban said: "Since we introduced the Opticodec 1010 series many broadcasters around the world have discovered the advantage of Coding Technologies' aacPlus and the Orban Opticodec 1010. We are honoured that Radio City as the first in Norway decided to use our codec to stream their programs on the Internet."

"Radio City is clearly taking the streaming lead in Norway," said Gerald Moser, Manager Communications and Public Relations at Coding Technologies. "By choosing aacPlus, their programming will be available to more users, at higher audio quality, and lower costs."

For more information, please visit www.radio-city.no, www.orban.com, and www.codingtechnologies.com.

Radio City

Radio City is owned by privately held company Metro Radio AS with head office in Askim, Norway. The company's main shareholders are Kristian Aartun, former Managing Director of edel records Norway & EMI Music Publishing Norway AS, and Tom Sundvold, former sales manager of leading Norwegian Internet portal www.sol.no and former Sales & Marketing Director of www.dinside.no. In just about two years it has become one of Norway's most popular local radio stations.

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 MPEG, Digital Radio Mondiale, HD Radio, and the DVD Forum.

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 America Online, iBiquity Digital, mmO2, Nokia, RealNetworks, SK Telecom, Thomson, Texas Instruments, Vodafone, and XM Satellite Radio.

Orban

From ESPN to the BBC, Orban products are at work in radio and television stations around the world. Designing audio products for the challenges of broadcasting has kept Orban busy, and successful, for 34 years.

In fact, Bob Orban founded the company because he wasn't happy with the sound of albums being heard on the "new" stereo FM stations. So he developed the OPTIMOD solution that combines several processing structures into a single box to maximize loudness and still meet government broadcast regulations. OPTIMOD is still the largest selling Orban product as we move from analog transmission to the new digital media of DTV, DAB and Webcasting.

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