



For Immediate Release

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3ivx MPEG-4 5.0.1 Update offers faster decoding with reduced memory usage and increased compatibility.

Sydney, Australia, August 7, 2007 - 3ivx Technologies Pty. Ltd., the MPEG-4 Video & Audio specialist, announces the immediate availability of version 5.0.1 of the 3ivx MPEG-4 compression suite for Windows, Mac OS X & Linux. This release comes fast on the heels of the long awaited 3ivx MPEG-4 5.0 major upgrade and offers faster decoding with reduced memory usage and increased compatibility.

3ivx's compression technology enables the transmission and storage of video which would otherwise be too large to store or transmit. 3ivx MPEG-4 5.0.1 consists of separate MPEG-4 Audio, MPEG-4 Video and MP4 File Format components for crossplatform authoring and playback of MPEG-4 media.

Technical Details

3ivx MPEG-4 5.0.1 is an MPEG-4 Part 2 Advanced Simple Profile implementation for Mac OS X, Windows Vista and Linux.

New in 3ivx MPEG-4 5.0.1 is an internal re-architecting that effectively eliminates deadlocks and race conditions that can occur under certain circumstances while dramatically reducing memory requirements.

The decoder's performance has been enhanced and memory usage while decoding has been reduced by up to 76%. Intel and PowerPC Assembly routines have been implemented for YUV image output and psychovisual post-processing, which dramatically boosts performance and subjective video quality. Due to improved frame allocation strategies pathological B-frame sequences can now be decoded without stalling.

The encoder now supports MPEG-4v1 and MPEG-4v2 syntax, which further broaden 3ivx's already impressive MPEG-4 device interoperability. CPU Complexity Controls allow significantly faster than real time encoding and VBR, CBR and ABR modes assist with performance critical workflows. Video Archiving and Offline Production benefit from Dual Pass modes which perform optimal bitrate allocation.

3ivx MPEG-4 encodes faster and with better quality in a smaller file size than Quick-

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Time's built-in MPEG-4 encoder and still retains the ability to target all QuickTime 6 and 7 users without the need to download a decoder plug-in.

MP4 Export functionality has been added to the 3ivx Media Exporter for QuickTime, allowing users to easily export high quality 3ivx MP4 files from iMovie, Final Cut Pro and other QuickTime Applications. The resulting MP4's are directly compatible with most MP4 Players, including Apple's iPhone and AppleTV.

QuickTime compatible Aspect Ratio Signaling has been implemented within all components of the 3ivx MPEG-4 DirectShow Filter Suite, allowing Windows application developers to produce and handle Anamorphic content which is compatible with all Windows DirectShow players as well as Apple's QuickTime and AppleTV.

3ivx MPEG-4 5.0.1 builds on the solid base provided by 3ivx MPEG-4 5.0, which includes support for B-Frame Encoding, Interlaced Decoding, Global Motion Compensation and Quarter Pixel Interpolation.

With this release 3ivx MPEG-4 5.0.1 Personal Editions are now available with optional Multi-channel LC-AAC and HE-AAC audio support.

3ivx MPEG-4 5.0.1 is compatible with iTunes, iPod, Windows Media Centre and most DirectShow, Video For Windows or QuickTime applications.

About 3ivx

3ivx Technologies Pty. Ltd., a leading provider of MPEG-4 software, is a dynamic Australian company that has a creative team of software and hardware developers. Headquartered in Sydney, Australia, 3ivx Technologies distributes its products primarily in North America, Asia and Europe.

3ivx MPEG-4 is the only full-featured, cross-platform, DRM/IPMP enabled MPEG-4 component suite and is used in many markets from military, security and education to HDTV, IPTV, Video Conferencing, Video Production and Broadcasting, as well as Mobile Video, Games and Embedded Systems.

Clients already licensing 3ivx MPEG-4 include Samsung, Canon, Yamaha, Sony, Panasonic, Pure Digital Technologies and Tycho Healthcare.

More information and software downloads are available at the 3ivx website
<http://www.3ivx.com>

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