



For Immediate Release

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3ivx MPEG-4 5.0 Global Release

Sydney, Australia — June 6, 2007 — 3ivx Technologies Pty. Ltd., the MPEG-4 Video & Audio specialist, announces the immediate world wide availability of version 5.0 of the 3ivx MPEG-4 compression suite for Windows, Mac OS X & Linux. This release is the culmination of 7 years research and development.

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 consists of separate MPEG-4 Audio, MPEG-4 Video and MP4 File Format components for authoring and playback of MPEG-4 media.

Technical Details

3ivx MPEG-4 5.0 is an MPEG-4 Part 2 Advanced Simple Profile implementation for Mac OS X, Windows Vista and Linux.

3ivx MPEG-4 5.0 now includes support for B-Frames, Interlaced Decoding and Global Motion Compensation. MPEG, H.263 and Custom Quantization Matrices, Pixel Aspect Ratios, NVop Suppression, Variable Framerate Encoding and Quarter Pixel or Half Pixel Motion Interpolation with 8x8 or 16x16 Motion Vector functionality has also been added.

New CPU Complexity Controls enable realtime video encoding by allowing Speed vs Quality trade-offs, combined with VBR, CBR and ABR Single Pass modes provide enhanced Live Streaming capabilities. Video Archiving and Offline Production benefit from Dual Pass modes with Fast First Pass and Credit Suppression.

Error Detection, Recovery and Concealment aid in the playback of error prone streams while the MP4 Media Tools can be used to recondition and repair malformed pre-existing MPEG-4 streams to enable broader interoperability.

Multi-channel LC-AAC, Main Profile and HE-AAC with SBR audio formats are all supported in MOV, MP4 or M4A files. Various MPEG-4 Video derivatives, including DivX 3, 4, 5 and 6, Xvid and MS-MPEG4v3 are also supported.

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3ivx MPEG-4 5.0 is compatible with iTunes, iPod, Windows Media Centre and most DirectShow, Video For Windows or QuickTime applications.

All components are MMX, SSE, SSE2, SSE3 and AltiVec hand optimized. Mac OS X versions are now Universal Binaries and optimized for Intel based Macs.

Markets

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 5.0 include Samsung, Canon, Yamaha, Sony, Panasonic, Pure Digital Technologies and Tycho Healthcare.

Licensing

By bundling 3ivx MPEG-4 5.0, a developer gains access to simple, reliable and effective MPEG-4 reading, writing and authoring support. Licensing 3ivx is a cost effective and straight forward solution for adding MP4 support to an existing product. 3ivx can be integrated by developers using either DirectShow, QuickTime or Video For Windows APIs, or as native libraries. 3ivx also markets easy to use consumer products, which are available at <http://store.3ivx.com>

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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.

More information is available at the 3ivx website
<http://www.3ivx.com>