

Press Release

INTERNET STREAMING MEDIA ALLIANCE (ISMA) WELCOMES FOUR NEW MEMBERS

Coding Technologies, ContentGuard, Nextreaming Corporation, and VBrick Systems Join ISMA

Mountain View, CA, January 21, 2003 --- The Internet Streaming Media Alliance (ISMA), a global alliance of industry leaders in content management, distribution infrastructure, and streaming media, today announced that its membership base has expanded to include four new companies.

The new members are: Coding Technologies, Stockholm, Sweden; ContentGuard, Bethesda, MD; Nextreaming Corporation, Seoul, Korea, and VBrick Systems, Inc., Wallingford, CT

The Internet Streaming Media Alliance is a non-profit corporation founded in 2000 by Apple (AAPL), Cisco (CSCO), IBM (IBM), Kassen, Inc., Philips (PHG), and Sun Microsystems (SUNW) to accelerate the market adoption of a universal, open standard for streaming rich media over the Internet Protocol (IP). Today, the alliance is comprised of nearly forty companies representing all facets of media distribution over IP.

"The ISMA continues to attract outstanding industry representatives who share our vision and our commitment to promoting open standards for streaming rich media over IP networks", said ISMA President Tom Jacobs.

"The expansion of the alliance's membership base reflects an increasing recognition of the importance of our standards and interoperability goals-- both to consumers and to the continued development of the streaming media industry as a whole", he added.

Jacobs noted that 2002 was a banner year for the alliance with the release of the ISMA v1.0 specification. The specification defines an end-to-end implementation agreement for streaming ISO-compliant MPEG-4 video and audio over IP.

In addition, the alliance hosted a series of interoperability "Plug-fest" testing sessions. Dozens of companies have participated in the testing sessions, which allow participants to exchange enco-

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ded content and interconnect streaming equipment in real-time. These events help member companies test product interoperability and ultimately deliver products to market faster and more efficiently.

In 2003, Jacobs said the alliance's focus will be on the introduction of an industry certification program and continued technical work in areas such as digital rights management (DRM) and advanced content.

New Members Bring Expertise To ISMA

Jacobs said each new member brings unique expertise and insights to the alliance that will benefit the group's specification and interoperability efforts. Nextreaming Corporation is a leading company based in Korea that provides MPEG-4 based streaming solutions ranging from media encoding and streaming to conversational multimedia services for wireless.

"As a leading provider of rich media enabling solutions, Nextreaming is committed to developing highest-quality solutions which are interoperable with international open standards", said Jae-Yong Lee, Vice President of Technical Strategy for Nextreaming Corporation. "Nextreaming is pleased to continue its ISMA membership after its spin-off from Serome Technology and to support its efforts to encourage market adoption of open standards for streaming rich media over the Internet Protocol", he added.

VBrick Systems, Inc, which was recently named to Deloitte & Touche's "Fast 50 Rising Star List", is a leader in low-cost, DVD-quality video networking appliances and systems. "VBrick Systems recognizes that the alliance's work to promote open standards for streaming media is critical to the development of the industry and will ultimately lead to greater consumer choices", said Rich Mavrogeanes, President and Founder of VBrick Systems. "We look forward to working closely with the ISMA as we roll out new products that are multi-vendor interoperable and ISMA compliant", he added.

Coding Technologies is a leading provider of audio compression technology solutions for mobile, broadcast and Internet. "Coding Technologies has worked hard to ensure that MPEG-4 offers the best audio compression technology available. MPEG-4 Audio Extension 1 and MPEG-4 aacPlus are exactly that", said Oliver Kunz, Coding Technologies' Vice President for Strategic Marketing. "Having achieved this important goal in the standardization process, it was only logical for us to join the ISMA, one of the major promoters of MPEG-4 in the marketplace."

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"ContentGuard looks forward to providing input on Internet Streaming Media Alliance's technical development work on DRM", added Brad Gandee, XrML Standards Evangelist. "The real world implementation experience of the ISMA community will be invaluable to the development of profiles and extensions to the XrML-based MPEG-21 REL. In turn, we believe this will provide a platform for interoperability between ISMA compliant providers of DRM solutions."

About 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 on track to become a core component of MPEG-4 Audio. 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 Radio, Thomson Multimedia, MusicMatch, and Texas Instruments.

About ContentGuard, Inc.

ContentGuard, Inc. is driving the standard for interoperability in Digital Rights. The Company's broad foundation patent portfolio related to DRM, and its Digital Rights Language, XrML (eXtensible rights Markup Language), were originally developed at the Xerox Palo Alto Research Center (PARC). These core technologies enable the efficient creation of DRM applications across all industries, simplify the digital distribution process and increase revenue opportunities for content providers deploying varied business models, while protecting their intellectual property. ContentGuard is leading the adoption of XrML as an industry standard to empower the industry to create a consistent and standardized foundation for expressing and enforcing rights. Launched in April 2000, ContentGuard conducts its operations in Bethesda, MD, and El Segundo, CA. The company is owned by Xerox Corporation (NYSE:XRX), with Microsoft Corporation (NASDAQ: MSFT) holding a minority position. For more information, please visit www.contentguard.com.

About Nextreaming Corporation

Nextreaming Corporation is a leading company to develop MPEG-4 based streaming solutions in Korea. It provides

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solutions from media encoding and streaming to conversational multimedia services for wireless. Nextreaming Corporation's products include Nexencoder™ Standard, Nexencoder™ Enterprise (encoder series), Nextreamer™ (streaming server), and Nexplayer™ for PC, PDA and handset (decoder/player series). Nextreaming's products are all based on international standards such as ISMA, WMF, MPEG, 3GPP, and 3GPP2. For more information, visit www.nextreaming.com

About VBrick Systems, Inc.

VBrick Systems, Inc. develops, manufactures and supports MPEG hardware and software products and systems that deliver DVD-quality video and audio through existing broadband networks, enabling organizations to make one- and two-way video an essential part of their operations. These powerful yet affordable video solutions are used by businesses, educational institutions and government agencies in a range of applications including news and information distribution, video conferencing, distance learning, training and security and surveillance. Based in Wallingford, Connecticut, USA, VBrick Systems' products are distributed through industry-leading value-added resellers, system integrators and distributors. Find out more at www.VBrick.com.

About MPEG-4

MPEG-4 is the interactive coding standard for all digital multimedia platforms. Developed by the "Moving Picture Experts Group" that designed MPEG-2 (the digital television standard), MPEG-1 and MP3. Being object-based and extending beyond video and audio, MPEG-4 supports rich, interactive, standards-based multimedia from low bandwidths to transparent quality.

About The ISMA

The Internet Streaming Media Alliance is a non-profit corporation founded in 2000 by Apple (AAPL), Cisco (CSCO), IBM (IBM), Kasenna, Inc., Philips (PHG), and Sun Microsystems (SUNW) to accelerate the market adoption of a universal open standard for streaming rich media over the Internet Protocol (IP). Today, the alliance is comprised of nearly forty companies representing all facets of media creation, distribution and consumption over IP. Additional information and a complete list of members can be accessed at www.isma.tv.

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