

Press Release

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AUPEO! Selects Fraunhofer to Deliver High Performance Audio Quality for Personalized Radio Services

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Fraunhofer's HE-AAC v2 audio codec enables true audio experiences for AUPEO! Internet radio listeners on the go or at home

Fraunhofer IIS, the world's authoritative source of audio and multimedia technologies, today announced it has been selected by AUPEO!, a leading provider of personalized audio streams for Internet-capable consumer devices, to license its high-quality HE-AAC v2 audio codec software.

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* Fraunhofer USA Digital Media Technologies, a division of Fraunhofer USA, Inc., promotes and supports the products of Fraunhofer IIS in the U.S.

The strategic partnership with Fraunhofer IIS will enable AUPEO! to deliver high-quality, personalized radio experiences to users of various classes of devices in the most efficient and consumer friendly way. AUPEO!'s increasingly popular service recently added native integration of its platform with e.g. MINI, Android smartphones from ACER and the Philips Net TV products.

"Consumers choose the AUPEO! service because of the high performance audio quality and the personalized radio experience that is available on an increasing number of devices," said Holger G. Weiss, CEO at AUPEO!. "Using Fraunhofer's highly efficient HE-AAC v2 audio codec to deliver our streams, we can uphold that promise even for mobile listening."

An increasing number of consumers are using mobile Internet radio to tune into radio streams delivered to mobile devices, such as smartphones, over bandwidth constrained wireless networks. The listening experience often happens

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on the move with headphones, or in the car with the phone connected to the integrated stereo unit. Fraunhofer's HE-AAC v2, the codec of choice for mobile multimedia streaming, delivers highest stereo quality at only 32 kbit/s resulting in the ideal user experience for mobile applications.

"Minimizing bandwidth requirements, reducing operating costs per listener and boosting audio quality are vital for an audio codec used in Internet radio services," said Harald Popp, head of the Multimedia Realtime Systems department at Fraunhofer IIS. "Fraunhofer's HE-AAC v2 codec enables enhanced service stability and a more satisfying listening experience for consumers."

Fraunhofer's end-to-end Internet radio solutions include its industry standard audio codecs, such as mp3, HE-AAC v2 and MPEG Surround, as well as Internet radio components on the server and receiver side that enable error robust IP distribution and high service reliability. In addition, Fraunhofer's solutions for mobile audio streaming, Internet radio and digital broadcasting are optimized for various platforms and operating systems.

About Fraunhofer IIS

Fraunhofer IIS, based in Erlangen, Germany, has been working in compressed audio and digital broadcasting technology for more than 20 years and remains a leading innovator of technologies for cutting-edge multimedia systems. Fraunhofer IIS is universally credited with the development of mp3 and co-development of AAC (Advanced Audio Coding) as well as technologies for the media world of tomorrow, including MPEG Surround and data services like Journaline. In addition Fraunhofer IIS is active in the area of standardization, overall broadcast system design, receiver core development, and OEM broadcast server equipment. The technologies developed at Fraunhofer IIS have established themselves globally in satellite-based and terrestrial broadcasting systems, such as Digital Radio Mondiale DRM, DAB Digital Radio, Digital Video Broadcasting DVB, WorldSpace and Sirius XM Radio.

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Through the course of more than two decades, Fraunhofer IIS has licensed its audio codec software and application-specific customizations to at least 1,000 companies. Fraunhofer estimates that it has enabled more than 1 billion commercial products worldwide using its mp3, AAC and other media technologies.

The Fraunhofer IIS organization is part of Fraunhofer-Gesellschaft, based in Munich, Germany. Fraunhofer-Gesellschaft is Europe's largest applied research organization and is partly funded by the German government. With nearly 17,000 employees worldwide, Fraunhofer-Gesellschaft is composed of 59 Institutes conducting research in a broad range of research areas. For more information, contact Matthias Rose, matthias.rose@iis.fraunhofer.de, or visit www.iis.fraunhofer.de/amm.

About AUPEO!

Founded in 2008 in Berlin, AUPEO! is the leading provider of personalized audio streams for internetcapable hardware devices and offers radio stations that compile an individual music program for users and recommends songs to them. The recommendation technology is based on an algorithm from the Fraunhofer Institute, inventors of the mp3 format. AUPEO! works together with numerous manufacturers of internet-capable audio devices and can be found on the web at www.aupeo.com as well as being available on Netbooks, Connected TVs, nearly all Webradio devices and many Smartphones. Partners include Acer, ASUS, MINI, Philips and Loewe, among others.

AUPEO! serves the needs of music lovers for flexible and user-defined expandable music programs. The music industry sees the use of MP3 data and MP3 players steadily declining and that consumers are turning towards alternative music offerings. AUPEO! is leading this trend.

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