

mobZilla Selects Coding Technologies MPEG-4 aacPlus Format for Mobile Phone Streaming Service

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- aacPlus Enables Live Streaming Service Across 3G, EDGE, and GPRS Networks -

CTIA Wireless 2005, New Orleans – March 14, 2005 –Coding Technologies, leading provider of audio compression for mobile, broadcast, and Internet and mobZilla, the leaders in streaming music and other audio to mobile phones today announced that mobZilla will be using the open-standard aacPlus format as the basis of their full track streaming service for mobile phones. mobZilla will be streaming their audio library in aacPlus and using Coding Technologies aacPlus decoders in their mobile phone player software.

Subscribers to the mobZilla streaming music service get unlimited access to commercial-free music both online and on select mobile phones across most major U.S. carriers. mobZilla subscribers nationwide can listen to a mix of music personalized from over 30 content genres through their mobile phone or on their PC. Through mobZilla's unique mixing technology, users can select and mix multiple genres to personalize their listening experience.

"aacPlus enables mobZilla to stream higher quality audio at less than 30% the bandwidth of traditional MP3's" says Benjamin Ziskind, Chief Strategy Officer at mobZilla. "By decreasing bandwidth use, the aacPlus format allows us to decrease the cost of operating a mobile streaming service while maintaining the audio quality that consumers demand".

"mobZilla continues to lead the mobile content market, first with text channels and now with a live streaming service," said David Frerichs, Vice President and US General Manager of Coding Technologies. "By selecting aacPlus, mobZilla can reach more phones faster with less cost."

Already standardized by 3GPP, DVD, DVB and MPEG, aacPlus v2 is AAC coupled with Coding Technologies' SBR (Spectral Band Replication) and Parametric Stereo technologies. aacPlus delivers streaming and downloadable 5.1 multichannel audio at 128 Kbps, near CD-quality stereo at 32 Kbps, excellent quality stereo at 24 Kbps, and great quality for mixed content down to 16 Kbps and below. This level of efficiency fundamentally enables new applications in the markets of mobile and digital broadcast.

The new mobZilla streaming service will be demonstrated at CTIA Wireless 2005 in New Orleans March 14-16 in both the Coding Technologies booth (#245-Y) and the mobZilla (#245-J) booths.

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. 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, 3GPP, Digital Radio Mondiale and DVB.

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, Ericsson, iBiquity Digital, KDDI, mmO2, Nokia, RealNetworks, SK Telecom, Texas Instruments, Vodafone, and XM Satellite Radio.

About mobZilla:

mobZilla, LLC is a leading wireless media company developing solutions for the delivery of personalized, on demand entertainment to the mobile phone. From text messaging to mobile streaming, mobZilla powers its partners and delivers entertainment directly to consumers at www.mobzilla.com. The mobZilla music service allows subscribers to listen to a personalized mix of content from over 30 content genres, including: Urban, Pop, Club, Rock, Latin and Comedy. Further information can be found at www.mobzilla.com/corp.

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