

# PRESS RELEASE

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## **Korea's Leading Mobile TV Service Provider KT Media Hub Selects Fraunhofer Surround Sound for Mobile Video on Demand**

**Fraunhofer's Cingo mobile surround suite and the HE-AAC 5.1 audio codec to be integrated into KT Media Hub video on demand service "olleh tv mobile"**

**ERLANGEN, Germany (November 12, 2014) – KT Media Hub's "olleh tv mobile" video on demand service will now feature superior audio from the world renowned audio experts at Fraunhofer IIS. With the integration of Cingo mobile surround sound technology and adoption of the HE-AAC audio codec, KT's subscribers will experience unrivaled audio quality with their movies or TV programming while on the move or at home.**

olleh tv mobile is the first video on demand service in Korea to use the HE-AAC audio codec to deliver mobile TV content including live broadcast TV, movies, cable programming and new audio channels in true 5.1 surround and stereo sound. With HE-AAC KT Media Hub subscribers will have the ability to play cinema quality surround sound at home by connecting their Android device with an HDMI cable to a surround sound system and TV.

Cingo, the latest audio innovation from Fraunhofer IIS, significantly enhances playback of stereo and surround sound content on mobile devices. It allows for a complete immersion into a film's sound when listening over headphones on mobile devices in the same way that multichannel audio systems do in theaters. Furthermore, olleh tv mobile subscribers will benefit from the enhanced Cingo experience with the delivery of natural and clear sound even in the noisiest environments.

"The implementation of Cingo and use of HE-AAC for the transmission of 5.1 surround and stereo sound, demonstrates the increased demand for the ability to deliver a true theatrical sound experience to both a mobile devices and home theater systems,"

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**FRAUNHOFER INSTITUTE FOR INTEGRATED CIRCUITS IIS**

Harald Popp, head of the Audio & Multimedia Business department at Fraunhofer IIS, stated.

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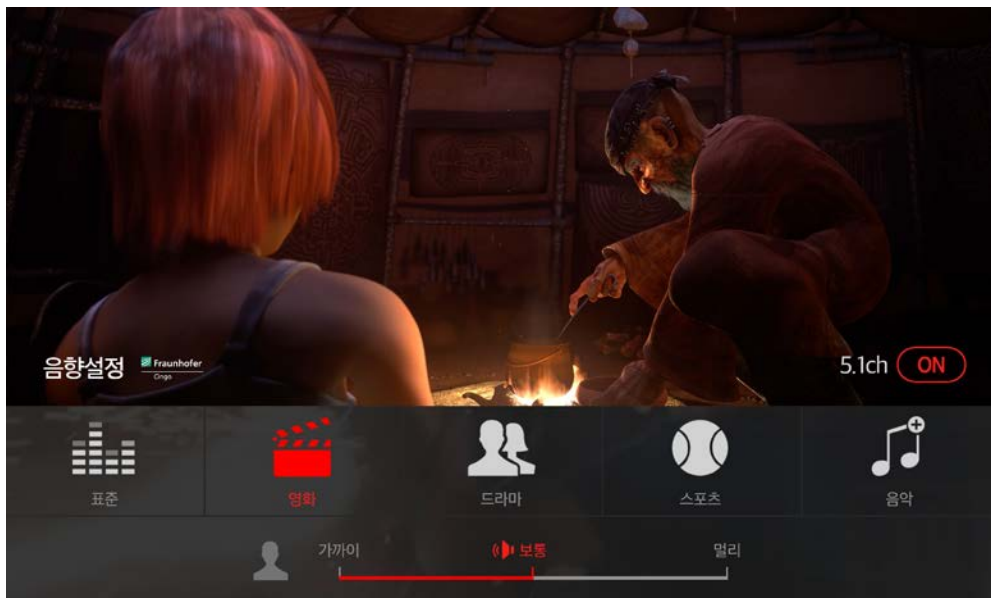
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“Fraunhofer Cingo and HE-AAC 5.1 enable KT Media Hub to deliver premium content with the best audio quality to our subscribers which will enhance their user experience significantly no matter where they are”, Park Min-kyu, vice president in charge of Mobile TV Service of KT Media Hub, stated.

HE-AAC was co-developed by Fraunhofer IIS and is today’s most efficient high-quality surround and stereo audio codec. It is used in radio, TV and streaming applications and supported by over 7 billion devices worldwide. Its 5.1 version is mandatory part of the Android and iOS operating systems. Cingo is available from Fraunhofer IIS as a product-ready software implementation for mobile device manufacturers, chip set vendors and providers of multimedia services.

The olleh tv mobile app with Cingo and HE-AAC is available to KT Media Hub’s subscribers with Android smartphones and tablet PCs through the Google Play Store.

For more information on HE-AAC and Cingo, please visit [www.iis.fraunhofer.de/audio](http://www.iis.fraunhofer.de/audio).



Screenshot of the olleh tv mobile app with Cingo and HE-AAC. © kt media hub

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**About Fraunhofer**

When it comes to innovative audio technologies for the rapidly evolving media world, Fraunhofer IIS stands alone. For more than 25 years, digital audio technology has been the principal focus of the Audio and Multimedia division of the Fraunhofer Institute for Integrated Circuits IIS. From the creation of mp3 and the co-development of the AAC to the future of audio entertainment for broadcast, Fraunhofer IIS brings innovations in sound to reality.

Today, technologies such as Fraunhofer Cingo for virtual surround sound, Fraunhofer Symphoria for automotive 3D audio, AAC-ELD for telephone calls with CD-like audio quality, and Dialogue Enhancement that allows television viewers to adjust dialogue volume to suit their personal preferences are among the division's most compelling new developments.

Fraunhofer IIS technologies enable more than 7 billion devices worldwide. The audio codec software and application-specific customizations are licensed to more than 1,000 companies. The division's mp3 and AAC audio codecs are now ubiquitous in mobile multimedia systems.

Fraunhofer IIS is based in Erlangen, Germany and is a division of Fraunhofer-Gesellschaft. With more than 23,000 employees worldwide, Fraunhofer-Gesellschaft is comprised of 67 institutes and research units making it Europe's largest application-oriented research organization.

For more information, contact Matthias Rose, [matthias.rose@iis.fraunhofer.de](mailto:matthias.rose@iis.fraunhofer.de), or visit [www.iis.fraunhofer.de/amm](http://www.iis.fraunhofer.de/amm).

**About KT Media Hub**

kt media hub was spun off from kt (Korea Telecom) in December 2012. kt endowed olleh tv, olleh tv mobile and ad sector, what were formerly known as the core media & content business at kt, to kt media hub and also commissioned operation of the Media Content Fund (\$102.1 million). Since then, kt media hub stands as the one and only media & content company headquartered in Korea.

kt media hub not only focuses on exploring original business ideas and enhancing the present business areas, but also targets growth of the Mobile TV service along with the widespread Long-Term Evolution (LTE) connectivity. In a long run, the company is expected to excel in the e-Learning industry, and kick off new business models suitable for the content industry.

Also, kt media hub is operating the Media Content Fund to pursue continued growth in the emergent media and content industry. Investments are placed in movie, music, game, e-Learning and others. kt media hub's role is to establish firm distribution channels for better content delivery.

Based on these efforts, kt media hub looks at integrating telecommunication, media and content to offer far more valuable lifestyle to its customers and stepping up to take the lead in this relatively new industry.