

PRESS RELEASE

DS Broadcast Integrates Fraunhofer's MPEG-H Audio in Broadcast Encoder

ERLANGEN, Germany/LAS VEGAS, Nevada (April 13, 2016) – Korean encoder manufacturer, DS Broadcast is taking industry-leading steps in broadcast audio encoding with the integration of MPEG-H Audio software from the world-renowned audio experts at Fraunhofer IIS. The BGE9000 4K Ultra HD Encoder will be among the first professional broadcast encoders to support MPEG-H Audio software in the Korean market.

The integration of MPEG-H Audio software will offer broadcast equipment customers features such as:

- **Interactive audio:** Consumers will have the ability to adjust the sound mix to their preferences, for example choosing between different commentators in a sporting event;
- **Immersive sound:** Comparable to moving from stereo to surround sound, MPEG-H adds 3D audio components to deliver a truly immersive experience.

DS Broadcast is dedicated to developing quality equipment and solutions for broadcasters. The BGE9000 4K Ultra HD Encoder is based on highly reliable hardware for use in broadcast applications such as terrestrial, cable, satellite, and IPTV. The manufacturer adopted the MPEG-H Audio encoder software for its professional broadcast encoder, enhancing the truly immersive 4K UHD images, frame rate and quality provided by the BGE9000 encoder with immersive and interactive sound.

“The integration of MPEG-H Audio software for DS Broadcast’s encoder, represents another milestone in our continued efforts to deliver high quality implementations of advanced audio technologies to the evolving media world. MPEG-H Audio will enable professional broadcasters in South Korea to deliver premium content to end-users with the next-generation of audio quality,” said Robert Bleidt, Division General Manager at Fraunhofer USA.

MPEG-H Audio allows broadcasters and streaming services to deliver the future of streaming and TV audio at comparably low bit rates and in a cost-effective manner.

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MPEG-H Audio is under consideration for next-generation UHDTV broadcast standards and for the ATSC3.0 audio standard.

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“Broadcast professionals have come to expect the highest level of quality from our encoder products. We are pleased to announce the integration of MPEG-H Audio in the BGE9000 4K Ultra HD Encoder. Our encoder is one of the first in the Korean marketplace to adopt the MPEG-H Audio software that will provide immersive and interactive sound to consumers,” said Harry Chang, CTO, from DS Broadcast, Inc.

Visitors can experience MPEG-H Audio at Fraunhofer’s booth SU6716 at NAB 2016 in Las Vegas and at booth D340 at KOBA 2016 in Seoul.

For more information about Fraunhofer IIS and DS Broadcast, visit www.iis.fraunhofer.de/audio and www.dsbroadcast.com.

About DS Broadcast, Inc.

Established in 2014, DS Broadcast develops encoding and decoding solutions for broadcasters. With deep experience in digital broadcast technology, DS Broadcast employs experienced hardware and software engineers with company headquarters in Daejeon and an R & D center in Seoul, South Korea.

For more information, contact Harry Chang, harry.chang@dsbroadcast.com, or visit www.dsbroadcast.com.

About Fraunhofer

When it comes to advanced audio technologies for the rapidly evolving media world, Fraunhofer IIS stands alone. For more than 25 years, digital audio technology has been the principle focus of the Audio and Multimedia division. From the creation of mp3 and the co-development of AAC to the future of audio entertainment for broadcast, Fraunhofer IIS brings innovations in sound to reality. Fraunhofer IIS technologies enable more than 8 billion devices worldwide. The audio codec implementations are licensed to more than 1,000 companies.

Fraunhofer IIS is based in Erlangen, Germany, and is an institute of Fraunhofer-Gesellschaft, Europe’s largest applied research organization with nearly 24,000 employees.

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