

# Press Release

## **MAYAH RELEASES IMPLoad COMPLETE mp3PRO SOFTWARE TO RECORD, EDIT, AND BURN**

*Coding Technologies' mp3PRO Key Feature of New Prosumer Application*

**Nuernberg, Germany, April 15, 2003** ---- MAYAH Communications, leading developer of high quality solutions for the broadcasting and telecommunications market, in concert with Coding Technologies, the leading provider of audio compression technologies for mobile, broadcasting and Internet markets worldwide, launch 'complete mp3PRO,' an all-in-one solution for playing, recording, editing, encoding, decoding, managing, and burning of digital music. 'complete mp3PRO' is the first software application released under MAYAH's new impload brand supporting the groundbreaking mp3PRO audio codec, the successor of MP3. mp3PRO, developed by Coding Technologies, provides CD-quality stereo at bit rates as low as 64 kbps (kilobit per second), offering the same quality as MP3 at 128 kbps.

"complete mp3PRO allows us to put our experience from the professional market into audio products for consumers," said Detlef Wiese, founder of MAYAH Communications. "MP3 enthusiasts will be blown away by the quality of Coding Technologies' mp3PRO codec."

"mp3PRO is the successor to mp3, doubling storage capacity while preserving quality", said Martin Dietz, CEO & President of Coding Technologies, "complete mp3PRO gives users access to MAYAH's awesome professional know-how with mp3PRO at a consumer price."

'iMPload complete mp3PRO' is available on [www.impload.com](http://www.impload.com) as a download (EURO 24.95) as well as a boxed version (EURO 39.95).

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### **About complete mp3PRO**

*complete mp3PRO supports the most popular audio formats without limitations on usage or quality: MP3, mp3PRO, Ogg Vorbis, Windows Media Audio, Wave, Aiff, and CD Audio. Songs can be converted from any format into any other. For mp3PRO, the software incorporates the fast high quality encoding/decoding engine from Coding Technologies. As its name implies, complete mp3PRO combines all the features necessary for audio management in one package. Included are a native MP3 editor, a label editor, an FTP browser, a CD burning module, an 8-band equalizer, an effects sections with support for VST plug-ins and surround sound. Equalizer and effects settings can be stored for each individual song in the playlist. complete mp3PRO not only supports Internet streaming for MP3 and mp3PRO, but also features recording of Internet radio streams. The recorded streams can be added to the audio pool – automatically separated into songs with ID3 tags. Finally, files can directly be transferred to many popular portable MP3 players.*

**MAYAH Communications**, a technology leader in audio transmission and inventor of FlashCast®, the automatic codec recognition, which allows compatibility to nearly all standard and proprietary audio codecs in the market, is developing innovative hard and software products for InHouseStreaming, WebRadio, ISDN, other broadcast networking applications and Digital Handheld Recording. iMPload is MAYAH's consumer label offering high-quality audio solutions at affordable prices. MAYAH started its operations at the end of 1997 and is a privately held company with headquarter at Hallbergmoos near Munich and a R & D department in Flensburg and a worldwide distribution network. MAYAH stands in close relationship with and is licensing technology from FhG-IIS, Coding Technologies, IRT, APT and others. Its customers are in radio and TV broadcasting as well as telecommunications, studios and ISPs.

**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 a core component of MPEG-4 High Efficiency AAC. 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 Satellite Radio, Thomson Multimedia, MusicMatch, and Texas Instruments.

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