

# Press Release

**StreamGuys in affiliation with Coding Technologies and Orban are now supplying high-quality MPEG aacPlus streaming services for listeners using Winamp and Real Player.**

**Arcata, CA, September 13, 2004** — Streaming media provider StreamGuys, announces a turnkey streaming audio service based on Coding Technologies MPEG-4 aacPlus™. Using the new Orban Opticodec-PC encoder, aacPlus delivers DVD-quality 5.1 surround sound at 160 kbps, CD-quality stereo at 48 kbps, and excellent quality stereo at 32 kbps, especially when combined with Orban's Optimod-PC 1100 audio processor for streaming media in low-bit-rate stereo streams.

The extremely efficient aacPlus is the new common-denominator format between the consumer electronics, mobile, Internet, and digital broadcast markets. StreamGuys client, SomaFM, is one of the first Internet radio broadcasters to offer its listeners their station in aacPlus.

*"We've been extremely happy with the quality of the audio, and the response from our listeners. Most people can't tell the difference between a 48Kbps aacPlus stream and a 128Kbps MP3 stream, plus we're reducing our bandwidth costs by over 60%. The new Orban Opticodec-PC encoder has been super stable, and works great with the latest Winamp. aacPlus is definitely the future of streaming audio."* - Rusty Hodge, SomaFM

A selection of stereo and 5.1 surround streams already using the aacPlus format is available at <http://www.tuner2.com>.

## **StreamGuys**

*StreamGuys is the #2 Content Delivery Network (as ranked by Arbitron 1/15/04) has 24/7 service in 3 languages, multiple data centers, 50,000 listeners in 52 countries, 600 channels and over 450 broadcasters worldwide and still growing.*

*For more information, visit <http://www.streamguys.com> or contact Jason Osburn, Marketing Director – 707.667.9479 x253*

#### **Orban**

*Orban develops, manufactures and markets digital electronic audio processing, transmission encoding and noise reduction equipment for the worldwide radio, television, cable, Internet and professional audio markets.*

For more information, visit [www.orban.com](http://www.orban.com).

#### **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, Digital Radio Mondiale, HD Radio, and the DVD Forum.*

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

For more information, visit [www.codingtechnologies.com](http://www.codingtechnologies.com).

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