



Custom-developed Transcoding Apps for Panasonic

MainConcept provided a pair of custom-developed transcoding solutions for IT-based production systems supporting the latest HD codecs for the popular P2HD broadcast and video production platform AVC-Intra and for newly developed professional and consumer video production platform AVCHD.

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Visit MainConcept at the DivX booth 35301, South Hall 4 at CES 2007 in Las Vegas.

[Official Web Site](#)



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Dear Partners & Customers



With this last newsletter of the year I would like to thank you on behalf of the MainConcept team for your trust and support in 2007. We look back on an extraordinary successful year.

To make the availability of our codec technology more convenient for you, we launched **Codec SDK 7.0**, aggregating our market leading codecs, such as DV, DVCPRO 25/50, MPEG-1/2 as well as H.264/AVC plus a wide variety of audio codecs in one solution. Various multiplexers and demultiplexers for MP4, MPEG, MXF and DV completed the new Codec SDK offering.

In addition we also launched the **Customer Portal**, which offers a **simplified process to download** new codec versions. If you have not evaluated this comfortable service yet, please contact your local sales representative to receive your personal account for entering the new world of codec distribution.

It was also time in 2007 to find a successor for our renowned MPEG and H.264 Encoder applications. Introducing **MainConcept Reference**, we released our latest transcoding flagship to the market in September. This new software contains all MainConcept quality codecs in a single application for simple evaluation at no cost.

We also strengthened our relationship with existing partners and announced a strategic win with **Adobe** in August 2007. The **MainConcept H.264 and AAC Decoders** will be an integral part of the upcoming Adobe Flash Player 9.0 release. Then users will have the opportunity to play back H.264/AVC video streams containing AAC audio with Adobe Flash on the basis of MainConcept technology.

Finally, we announced the strategic acquisition of **MainConcept AG** by **DivX, Inc.** in November. MainConcept brings a broad portfolio of codecs to extend the Common Media Language of DivX to additional platforms and formats. Together, MainConcept and DivX will have the potential to increase its market opportunity in key product areas such as **HD, mobile** and **digital still cameras**. MainConcept continues its operations as a separate business unit worldwide with its focus on professional video and audio codec solutions. So actually your MainConcept contacts will be available as usual.

The MainConcept team wishes you a happy holiday season and a successful New Year.

Yours,

Managing Director MainConcept AG
Senior Vice President DivX

Codec SDK 7.1

Updated SDK now available for evaluation!

MainConcept has released its first update of its Codec SDK 7.1. It combines MainConcept's renowned video codecs, such as DV, DVCPRO 25/50/100, MPEG-1/2, H.264/AVC, VC-1, and JPEG2000. Besides the video codecs, we also offer a wide variety of audio encoders and decoders, including MPEG, AAC and AMR. Various multiplexers and demultiplexers for MP4, MPEG, MXF and DV complete the SDK, in order to create streams for numerous popular formats, including Blu-ray, HD DVD, AVCHD, Apple iPod, Sony PSP and DVD. Additionally, it offers some useful network components for streaming purposes. The new version offers many bugfixes and improvements. Moreover, it offers numerous new features for the different components. Please contact your local representative to get a demo version for evaluation. As an existing customer, download your updated components from the Customer Portal or contact also your local sales representative.

[Product Info...](#)

Update for MainConcept Reference! V1.1 to be released on December 12, 2007

Shortly after the release of Codec SDK 7.1 we will also release an update of our versatile transcoding application MainConcept Reference to show the powerful encoding technology of our codecs. The new version includes many optimizations, but also several new features to make transcoding more convenient. All codecs have been updated to make MainConcept Reference a must-have product for every user working with audio and video in different formats. Among others MainConcept Reference v1.1 has the following features:

- Various optimizations for Watch folder functions
- Adobe Flash Player presets added (H.264/AVC video muxed with AAC audio)
- 3GP support for H.264/AVC video with AAC audio added
- AVCHD preset added
- Advanced features for VC-1 and MPEG-2

[Product Info...](#)

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