



## NEWS AND INFORMATION

For Immediate Release

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### **Mindego to Preview MPEG Application Development Platform, Introduce MPEG-4 Analyzer Tool**

Company to Unveil at IBC on MPEGIF Stand (7.820)

**Santa Clara, California – September 8, 2003** – Mindego Inc. today announced the company's unveiling will occur at the IBC exhibition in The Netherlands, September 12-16. The company will preview forthcoming software that will enable content developers to author interactive MPEG-4 applications. In addition, the company will introduce the Mindego Analyzer, its MPEG-4 discovery and analysis tool. Mindego will exhibit at IBC as a member company of the MPEG Industry Forum, located in Hall 7 Stand 820.

Mindego develops software to enable the production of rich multimedia applications. The company's focus is on the composition of advanced applications that go beyond audio and video, incorporating synthetic 2D/3D graphics, interactivity, and

executable programs. The Mindego platform combines the media compression and delivery benefits of MPEG-4 with cross-platform, reusable Java components.

“Mindego’s mission is to help developers create dynamic multimedia applications in a cost-effective and reliable manner” said Mikaël Bourges-Sévenier, Mindego VP and CTO. “MPEG-4 is ideal for the delivery of streaming media, but it can also deliver Java code efficiently. By combining MPEG-4 with Java you gain the benefits of both technologies; an interoperable, scalable and extensible platform to create amazing applications. The possibilities are limited only by the imagination and skills of the developer.”

At IBC’03 Mindego will preview its work in the area of multimedia application development and showcase the launch of its Mindego Analyzer software.

### **MPEG Application Development Platform**

The Mindego platform is built around the idea that multimedia applications can be enhanced by the separation of media from the application’s logic. By using Java to develop and control the application, and MPEG-4 to deliver the media, developers gain the freedom to create applications not limited by the media framework. They can reuse and repurpose existing, custom-made applications or develop entirely new applications using Java, and for media contents fully exploit the compression and interoperability benefits of MPEG-4. Mindego’s approach provides content developers with inherently

scalable applications, enhanced freedom to create and innovate, economic efficiency, and broad adaptability for the reuse of existing media assets and applications.

The Mindego authoring tool and previewer module will be provided to the development community as open source in Q4, 2003. Developers may use the source code to experiment and compose prototype applications, develop open or proprietary extensions to the tool, or create fully-functional applications intended for commercial deployment. Mindego will provide a commercial use license to developers that wish to create commercial solutions. Mindego and third party companies will market plug-ins, extensions, application level tools and professional development services in support of the platform.

### **The Mindego Analyzer**

The Mindego Analyzer is a conformance analysis and discovery tool for viewing the contents of stored MPEG-4 files and video bitstreams. The analyzer provides an intuitive view of the structure of an MPEG-4 file, rapid navigation and random access to any part of an enclosed video stream, and hand-controlled examination of macroblock distribution, motion vector, quantization and DCT values. The software is targeted to MPEG-4 professionals involved in product research, development, testing, and technical support. Pricing for the Windows-based Analyzer 4500 and the more economical 4000 are available by contacting Mindego.

### **About Mindego**

Mindego creates software that helps media professionals develop interactive multimedia applications compatible with international media standards. Mindego is a software solutions company, offering a development platform, tools, complete applications and professional development services. Mindego is privately held and based in Santa Clara, California. Further information can be obtained from the Mindego web site at [www.mindego.com](http://www.mindego.com).

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