# PRESS RELEASE

## Ateme and Fraunhofer Join Forces to Deliver Next Generation Audio

**Erlangen, Germany / São Paulo, Brazil / Paris, France / Las Vegas, USA – Fraunhofer IIS, primary developer of the MPEG-H Audio system, and Ateme, a global leader of video compression and delivery solutions, announced today that they facilitate the delivery of personalized and immersive sound experiences with the integration of Fraunhofer's MPEG-H Audio into Ateme's KYRION encoders.**

Thanks to this integration, broadcasters can now provide immersive sound that can be personalized via existing ISDB-T and DVB broadcast networks. This gives content providers faster access to a sophisticated audio system. As a solution for Brazil's existing ISDB-Tb terrestrial broadcast system, KYRION is perfectly suited for the support of the ongoing TV 2.5 rollout in Brazil. This intermediate broadcast standard facilitates the transition to the next generation TV 3.0 broadcast standard that is expected to be launched in 2025.

Globo, the largest media group in Latin America, has already used Ateme's KYRION encoders to broadcast prestigious events – including the 2022 football world cup and this year's flagship production of the Rio de Janeiro and Recife Carnival parades – with MPEG-H Audio. KYRION has enabled Globo to deploy the new features of the TV 2.5 system with MPEG-H Audio in their 24/7 broadcast.

"Integrating MPEG-H Audio into Ateme's KYRION encoders is a great step forward for a widespread MPEG-H Audio delivery," explains Adrian Murtaza, Senior Manager, Technology and Standards at Fraunhofer IIS. "This is a major addition to Ateme's solutions, which already support MPEG-H Audio and VVC video in TITAN transcoders, currently used by Globo and the SBTVD Forum for the first tests of TV 3.0 in Brazil."

KYRION's low-latency video encoding capabilities enable a broad range of applications, mainly for sports events, news coverage, and entertainment. At the same time, it perfectly complements Ateme's TITAN transcoders used by many providers for broadcast and streaming applications via DASH and HLS protocols today.

"Viewers are increasingly demanding high-quality, personal experiences," said Julien Mandel, Solution Marketing Senior Director at Ateme. "This is true not only for images,

but also for sound. Fraunhofer's technology meets this demand, and we are thrilled to have joined forces with them to enable personalized and immersive sound for viewers in Brazil and all over the world."

Demonstrations of MPEG-H Audio encoding with the Ateme KYRION will be available at Fraunhofer's NAB Show booth at the Las Vegas Convention Center (LVCC, Central Hall, booth #C3529). Ateme will also be on hand to discuss this at its booth W1517.

**About Ateme**
Ateme is a global leader of video compression and delivery solutions, helping tier-one content providers, service providers and streaming platforms boost their viewers' engagement and reduce churn.
Leveraging an R&D task force that is unique in the video industry, Ateme's solutions power sustainable TV services, improve end-users' quality of experience, optimize the total cost of ownership of TV/VOD services, and generate new revenue streams based on personalization and ad insertion. Beyond offering technological agility, Ateme partners with its customers, offering flexible business models that match their financial priorities.
Find out more: www.ateme.com.

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**About Fraunhofer IIS**
Fraunhofer IIS, based in Erlangen, Germany, is the largest institute within Fraunhofer-Gesellschaft, Europe's leading application-oriented research organization. For over 30 years, the institute's Audio and Media Technologies division has been shaping the globally deployed standards and technologies in the fields of audio coding and moving picture production. Fraunhofer IIS systems and tools help create, transmit and provide excellent audio and video content as well as enable high-quality real-time communication. Today, almost all computers, mobile phones and consumer electronic devices are equipped with technologies from Erlangen and are used by billions of people around the world every day.
It all started with the creation of mp3, then evolved with the co-development of AAC and HE-AAC. Now the fourth generation of best-in-class audio technologies – MPEG-H Audio, EVS, LC3/LC3plus and xHE-AAC – elevates the media experience to new heights. In terms of audio signal processing, Symphoria and the Sonamic product family provide enveloping and enhanced sound in cars, while the upHear product family dramatically improves 3D audio playback or recording quality of professional and consumer devices. Fraunhofer technologies also power digital radio: first and foremost in the form of the ContentServer, combining audio encoding, multimedia data management and multiplexing. In the field of moving picture technologies, establishing the Digital Cinema Initiative test plan boosted the creation of professional tools for digital film and media production, such as easyDCP, Realception and JPEG XS.
The interdisciplinary team transforms science into best-in-class applications with new functionalities for end users as well as optimum efficiency, reducing transmission costs while increasing reliability. Always taking into account the demands of the market, Fraunhofer IIS develops technology that makes memorable moments. We hear the bigger picture.