



PRESS RELEASE

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HEVC Advance Announces Key Milestones to Support Next Era of Digital Video Creation and Distribution

HEVC Advance issues call for patents essential to HEVC/H.265

BOSTON – (July 22, 2015) – HEVC Advance, an independent licensing administrator, today announced several key business and operational milestones to support the next generation of digital video through efficient and transparent access to patents essential to the HEVC/H.265 standard for video compression, which forms the foundation for next-generation video experiences. This news follows [the previous announcement](#) of the organization’s commitment to address the market demand for an additional option to license HEVC essential patents.

The first of these milestones is the appointment of Barceló, Harrison & Walker, LLP as the independent patent evaluator for the HEVC Advance patent pool. In conjunction with this appointment, HEVC Advance today issued a call for patents essential to HEVC. Effective August 1, HEVC Advance will begin accepting patents for evaluation of essentiality and inclusion into the HEVC Advance patent portfolio license. Additional information can be found at <http://hevcadvance.com/pdf/HEVCPatentEvaluation.pdf>.

Other milestones included the announcement of the primary royalty rate schedule for the HEVC Advance patent pool. The royalty rate schedule was developed based on in-depth market analysis and collaborative input from HEVC patent owners and users in order to provide a structure that balances the needs of both licensees and licensors. A schedule of rates is available at <http://hevcadvance.com/pdf/RoyaltyRatesSummary.pdf>.

HEVC Advance further highlighted the appointment of Peter Moller as CEO and the establishment of headquarters in Boston. Moller formerly served as executive vice president of GE Licensing at GE. HEVC Advance will hold its first meeting of HEVC essential patent users and owners Sept. 2, 2015, in Tokyo. Additional information will be posted in early August at <http://hevcadvance.com/pdf/HEVCTokyoUserMeeting.pdf>.

“We are very pleased with the great progress we’ve made in a short time,” said Moller. “HEVC Advance is dedicated to bringing HEVC to the global market by providing efficient and transparent access to necessary patent rights, at scale and in a fair, reasonable and balanced manner. The HEVC Advance patent pool will facilitate the success of device and content providers seeking to deliver next-generation digital experiences.”

HEVC-enabled technologies are drivers of advancement in the digital media market, generating new opportunities and requirements across the entire ecosystem. The industry stands at a pivotal juncture as it prepares for the next era of video-centric experiences fueled by HEVC. HEVC Advance is committed to

enabling the digital media ecosystem to provide consumers with the high-quality experiences they demand.

About HEVC Advance

HEVC Advance is an independent licensing administrator company formed to lead the development, administration and management of an HEVC/H.265 patent pool for licensing essential patents. HEVC Advance will provide a transparent and efficient licensing mechanism for HEVC patented technology. For more information about HEVC Advance, visit www.hevcadvance.com.

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