



PRESS RELEASE

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Electronics and Telecommunications Research Institute (ETRI) joins HEVC Advance

HEVC Advance announces the addition of ETRI as a Licensor to the HEVC Advance Licensing Program

BOSTON – (September 5, 2017) – HEVC Advance, an independent licensing administrator, today announced that Electronics and Telecommunications Research Institute (“ETRI”) of the Republic of Korea has become a Licensor of the HEVC Advance HEVC/H.265 Licensing Program. As a Licensor, ETRI will make its essential patents available through the HEVC Advance patent pool, which provides a transparent and efficient licensing program for HEVC/H.265 essential patents.

HEVC/H.265 offers the next generation video compression features needed to meet consumers’ immediate and rapidly growing demand for 4K Ultra High Definition (“4K UHD”) video delivered seamlessly to screens ranging from the largest monitors to the smallest smart phones. ETRI is a world-wide leading research institute established in 1976 with over 2,000 employees and over 28,000 patents. ETRI’s mission is to make contributions to the Korean nation’s economic and social development through research, development and distribution of industrial core technologies in the field of Information, Communications, Electronics, Broadcasting and Convergence technologies.

“We are very pleased that ETRI has chosen to support our efforts at HEVC Advance to facilitate the efficient licensing of the HEVC/H.265 IP that makes 4K UHD technology possible,” said HEVC Advance CEO, Peter Moller. “Having the support of one of the world’s leading research institutes with important patented contributions to HEVC/H.265 technology will help eliminate HEVC/H.265 IP barriers and further accelerate 4K UHD adoption.”

About HEVC Advance LLC

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 provides a transparent and efficient licensing mechanism for HEVC patented technology. For more information about HEVC Advance, visit <https://www.hevcadvance.com>.