



PRESS RELEASE

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Samsung joins HEVC Advance

HEVC Advance announces the addition of Samsung Electronics Co. Ltd. as a Licensor and Licensee to the HEVC Advance Licensing Program

BOSTON – (April 5, 2017) – HEVC Advance, an independent licensing administrator, today announced that Samsung Electronics Co., Ltd. (“Samsung”) has become both a Licensor and Licensee of the HEVC Advance HEVC/H.265 Licensing Program. As a Licensor, Samsung 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. As a Licensee, Samsung gains access to a large portfolio of valuable patents essential to implementing the HEVC/H.265 video compression standard.

HEVC/H.265 offers the next generation video compression features needed to meet consumer’s 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. Samsung, the largest and most diversified consumer electronics company in the world, is leading the effort to bring 4K UHD to consumers through its broad portfolio of products including its Galaxy phones, 4K SUHD TV’s, laptops and other products.

“We are very excited that Samsung has chosen to take the lead in bringing 4K UHD technology to the marketplace as well as supporting 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 the largest consumer electronics company in the world, and a leader in innovation with one of largest and most important HEVC/H.265 patent portfolios, will help eliminate HEVC/H.265 IP barriers and further accelerate 4K UHD adoption - a big win for consumers and all market participants.”

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>