



PRESS RELEASE

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IP Bridge Joins HEVC Advance

HEVC Advance announces the addition of Godo Kaisha IP Bridge 1 as a licensor and new Asia-based licensees

BOSTON – (October 17, 2018) – HEVC Advance, an independent licensing administrator, today announced that Godo Kaisha IP Bridge 1 (IP Bridge) has become a licensor in the HEVC Advance HEVC/H.265 Patent Pool. With this addition, all of IP Bridge’s HEVC/H.265 standard essential patents are included in the HEVC Advance license, which now totals over 4500 world-wide patents and counting.

HEVC Advance is further pleased to announce recent additions to our growing list of licensees based in Asia. These new additions include, in Japan and Korea: TOA Corporation, Ikegami Tsushinki Co., Ltd., Alpine Electronics, Inc., Fujifilm Corporation and Pittasoft Co., Ltd.; and in Mainland China and Taiwan: 3S PocketNet Tech, Inc., Kandao Technology Co., Ltd, NextGen Mediatek Inc., Streamax Technology Co., Ltd., Shenzhen TVT Digital Technology Co., Ltd., and Yealink Network Technology Co. Ltd.

“We believe that our patent licensing activities always stimulate economic development and a healthy growth of industries. Also, the efficiency and transparency of the HEVC/H.265 Patent Pool has brought a great benefit to the industry where the HEVC/H.265 standard is required to expand the business,” said Hideyuki Ogata, Executive Vice President and CIPO of IP Bridge, Inc. “We look forward to working with HEVC Advance to promote the Patent Pool beneficial to the industry.”

“We are very pleased that IP Bridge has chosen HEVC Advance to license its valuable HEVC essential patent portfolio.” said HEVC Advance CEO, Peter Moller. “This further endorsement of the value of our licensing program by Japan’s first and only dedicated IP fund is another big step toward our goal of enabling the benefits of HEVC technology to reach all consumers. We would also like to welcome all of our newest licensees and congratulate them on bringing the benefits of HEVC technology to their customers, as well as thank them for their recognition of the value of our patent portfolio and the convenience and cost-efficiency offered by the HEVC Advance licensing program.”

About IP Bridge

At IP Bridge, our focus is on promoting technological innovation and cooperation within Japan and around the world. We’ve worked with our investors, including Innovation Network Corporation of Japan (a unique partnership between 26 major corporations and the Japanese government), to establish the first and largest fund in Japan (approximately \$300M) aimed at global innovation and IP-related investments. Our mission is to activate and leverage high-quality, under-utilized intellectual property assets to the benefit of a variety of IP owners based in and outside Japan. Our vision is that these activities will stimulate economic development and a healthy growth of industries worldwide. For more information about IP Bridge, visit <http://ipbridge.co.jp/>

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