

PRESS RELEASE

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Sonnox Fraunhofer Pro-Codec Version 2 Featuring Apple AAC iTunes Plus Codec and MPEG Surround Support

Amsterdam – September 7, 2012 – IBC Booth 8.B80 – Fraunhofer IIS, the world's renowned source for audio and multimedia technologies, and innovative plug-in designer/manufacturer Sonnox Ltd. today at IBC announce the second generation Sonnox Fraunhofer Pro-Codec Plug-In. Initially released in 2011 to global praise, the Pro-Codec Version 2 introduces the ability to master for iTunes and supports the latest multi-channel audio codecs.

For the first time, the Pro-Codec Plug-In enables engineers to use Apple's iTunes Plus codec for real-time auditioning, making it a powerful time-saving tool to efficiently mix directly for the "Mastered for iTunes" program. Sonnox has added Apple's iTunes Plus codec to the Plug-In to enable the exact clipping behaviour of the iTunes encoding chain to be monitored and levels corrected if necessary, saving time and ensuring high quality output during the mixing process.

In addition, Sonnox and Fraunhofer have integrated the latest MPEG Surround codec along with Advanced Audio Coding Low Complexity (AAC-LC) multi-channel and High Efficiency Advanced Audio Coding (HE-AAC) multi-channel support, making the codecs conveniently available for producers of surround music. These codecs provide superior audio quality for surround sound mixing and are used in surround broadcasting and streaming.

The Pro-Codec Version 2 continues to provide Fraunhofer implementations of all major MPEG audio codecs and lossless codecs such as mp3 High Definition (mp3HD) and High Definition Advanced Audio Coding (HD-AAC). This establishes the Pro-Codec as the most powerful codec plug-in available for digital audio workstations.

Version 2 of the Sonnox Fraunhofer Pro-Codec Plug-In will be available in September 2012 at the same price as Version 1 at \$495. A free upgrade will be available for Version 1 owners.

Show attendees can see a demo of the plug-in at Fraunhofer's IBC Booth 8.B80.

For more information, visit: www.sonnox.com/procodec

Editorial Notes

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FRAUNHOFER INSTITUTE FOR INTEGRATED CIRCUITS IIS**About Fraunhofer**

The Fraunhofer IIS Audio and Multimedia division, based in Erlangen, Germany, has been working in compressed audio technology for more than 20 years and remains a leading innovator of technologies for cutting-edge multimedia systems. Fraunhofer IIS is universally credited with the development of mp3 and co-development of AAC (Advanced Audio Coding) as well as technologies for the media world of tomorrow, including MPEG Surround and the Fraunhofer Audio Communication Engine.

Through the course of more than two decades, Fraunhofer IIS has licensed its audio codec software and application-specific customizations to at least 1,000 companies. Fraunhofer estimates that it has enabled more than 5 billion commercial products worldwide using its mp3, AAC and other media technologies.

The Fraunhofer IIS organization is part of Fraunhofer-Gesellschaft, based in Munich, Germany. Fraunhofer-Gesellschaft is Europe's largest applied research organization and is partly funded by the German government. With 20,000 employees worldwide, Fraunhofer-Gesellschaft is composed of 60 Institutes conducting research in a broad range of research areas. For more information, contact Matthias Rose, matthias.rose@iis.fraunhofer.de, or visit www.iis.fraunhofer.de/amm.

About Sonnox

Sonnox Ltd. is the leading designer of innovative, high quality, award-winning, audio processing plug-ins for professional audio engineers. Oxford Plug-ins are used in an extraordinary range of audio applications including mixing for music production, live sound, broadcast, TV & feature film audio post production, and even scientific and forensics projects.

Sonnox Oxford Plug-ins include: The SuprEsser, a highly efficient de-esser and dynamic EQ; The Restore Suite for sophisticated audio restoration; and most recently, the revolutionary Fraunhofer Pro-Codec, a real-time plug-in for auditioning and encoding audio to multiple formats including iTunes. Sonnox continues to embrace new technology, supporting both Avid's ProTools | HDX and Universal Audio's UAD-2 platforms as well as most popular native workstations.

The **Fraunhofer-Gesellschaft** is the leading organization for applied research in Europe. Its research activities are conducted by 60 Fraunhofer Institutes at over 40 different locations throughout Germany. The Fraunhofer-Gesellschaft employs a staff of around 20,000 who work with an annual research budget totaling 1,8 billion euros. Roughly two thirds of this sum is generated through contract research on behalf of industry and publicly funded research projects. Branches in the USA and Asia serve to promote international cooperation.

For further information

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