

Press Release

Erlangen/Las Vegas/
Detroit
January 5, 2012

Visit us at CES 2012
January 10 – 13, 2012
Las Vegas Convention Center, Las Vegas,
NV
Booth 20417

**Fraunhofer Institute for
Integrated Circuits IIS**

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* Fraunhofer USA Digital Media Technologies,
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Personal Music Service AUPEO! Enables Surround in the Car and the Living Room

At CES and Detroit Auto Show, Fraunhofer IIS, AUPEO! and Panasonic Auto-
motive Demonstrate High-quality Surround Internet Radio Streaming

Fraunhofer IIS, the world's renowned source for audio and multimedia technologies, in partnership with Personal Music Service Provider AUPEO! and Panasonic Automotive Systems Company of America (PASA), a division of Panasonic North America, announced today a collaboration to demonstrate the new AUPEO! Surround Radio for the automotive market.

AUPEO! uses Fraunhofer's MPEG Surround audio codec to deliver the surround music streaming experience to its audience. The bitrate efficiency of the codec allows for streaming over 3G/4G or WiFi networks. PASA's MPEG Surround enabled automotive head unit receives the stream and creates a unique, immersive surround experience in the car that clearly distinguishes AUPEO! Surround Radio from other streaming services.

MPEG Surround is a feature-rich open standard compression technique for multi-channel audio signals. This high-quality surround codec provides a cost-efficient delivery of streaming surround audio at stereo bitrates as low as 64 kbit/s for 5.1-channels. MPEG Surround is compatible with existing stereo receivers and includes a binaural mode for playback of surround sound over common stereo headphones.

AUPEO! Personal Radio is the free and easy way for music enthusiasts to discover music they're sure to love and to enjoy more than 120 Stations covering all styles. AUPEO! is always available on the web or as an app.

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PASA is an industry leader in automotive infotainment systems and has a unique history in providing premium quality discrete surround sound in-vehicle audio systems under the ELS Brand name.

Fraunhofer will demonstrate the AUPEO! surround service in a living room setting at its CES booth #20417, and Panasonic Automotive Systems Company of America will exhibit a car head unit with integrated Fraunhofer MPEG Surround decoder built on PASA's Connected Infotainment Platform at the North American International Auto Show in Detroit.

For more information, visit www.iis.fraunhofer.de/amm.

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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 1 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 19,000 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 AUPEO!

AUPEO! Personal Radio offers free online music with a focus on the discovery of new songs and artists. Founded in Berlin in 2008, the service is a leading provider of personalized audio streams for Internet-capable hardware devices. AUPEO! offers radio stations that compile an individual program for listeners and recommend similar music. The recommendation technology is based on an algorithm developed by the Fraunhofer Institute, inventors of the MP3 format. AUPEO! is available at www.aupeo.com and as a free app on the iTunes App Store, Google Marketplace and Nokia Ovi Store. The global service cooperates with a number of manufacturers in the automotive, Mobile, PC, Connected TV/STB/BD-Player and Home Entertainment industries. AUPEO!'s partner brands currently include Acer, Asus, Loewe, Panasonic, Philips, Pioneer, Sonos, Toshiba and Onkyo.

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About Panasonic Automotive Systems of America

Based in Peachtree City, Georgia, and with Detroit area operations located in Southfield, MI, Panasonic Automotive Systems Company of America is a division company of Secaucus, New Jersey-based Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. (NYSE: PC) of Osaka, Japan, one of the world's leading developers and producers of innovative digital and other electronic products for consumer, business and industrial use. Panasonic Automotive Systems Company of America also acts as the North American operating company of Panasonic's Automotive Systems Company, which coordinates global automotive industry systems and components operations. For more information on Panasonic visit www.panasonic.com/automotive.

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