OSTA Completes MPV™ Interoperability Specification Program with Endorsement of Validation Tools

Available Now, SAI's ValidateMPV!™ Provides Compliance Test Tools for MPV-IS.

Cupertino, Calif. (January 4, 2006) – As part of its successful MusicPhotoVideo™ (MPV) initiative, the Optical Storage Technology Association has certified and endorsed the ValidateMPV compliance test tool from Software Architects, Inc. (SAI). Certification of ValidateMPV marks the completion and availability of OSTA's MPV-IS Program that enables companies to test compliance with OSTA's MPV-IS v1.0 interoperability specification and provide feedback that can be used when licensing the MPV trademarks. Companies designing products for the MPV-IS can now acquire test tools that test compliance with the "writer" requirements of this key digital imaging and consumer electronics interoperability standard.

The MPV-IS Program includes 1) the MPV-IS v1.0 specifications, 2) the compliance and validation test tools, and 3) the MPV Trademark Licensing Program.

MPV Interoperability Specification
The completion and release of the MPV-IS is a significant development for companies that have been looking for enhanced interoperability between devices that capture digital media content and playback devices that need a simple, fast, and easy way for consumers to quickly view, navigate, and share their digital media collections.

To insure interoperability between capture devices ("writers") and playback devices ("readers"), the MPV-IS defines certain guidelines for implementation of MPV in a consistent manner on all consumer electronics devices, including those with limited

performance or memory. The guidelines provide a list of Do's and Don'ts that must be implemented in each product. The current MPV-IS v1.0 supports the MPV Basic, Presentation, and Music Profiles. The MPV-IS was developed by the Interoperability Working Group, chaired by Samsung Electronics Co. Ltd. under the open processes of OSTA.

MPV-IS Validation Test Tools
Software Architects' ValidateMPV! writer test tool is the first validation tool to test for compliance with the MPV-IS and is now available for Windows and Mac OS from SAI. These tools test product implementations conformance to the writer requirements defined in the MPV-IS. The tool provides a listing of the types of errors found and references the exact section of the specification related to the error. A self-administered compliance report generating no Level 1 errors can be provided to OSTA for licensing of the MPV trademarks.

For more information on SAI's ValidateMPV, visit: http://www.softarch.com, or call (425) 889-1022.

MPV Trademark Licensing Program
Companies wishing to release products compatible with the MPV-IS must successfully complete a certification process comprised of 1) passing validation tests and 2) sending the positive results along with an administrative fee to OSTA's Licensing Administrator.

Companies that successfully implement the MPV-IS and pass the validation tests may license the MPV trademarks. Use of the MPV trademarks on products and their accompanying marketing material will provide a powerful visual indicator and recognition of interoperability between devices for collections of digital media content.

MPV at CES'06
OSTA will be sponsoring meetings with companies at the Consumer Electronics Show in Las Vegas January 5-8th. The meetings are designed to provide company representatives with an update on recent activity around MPV and in particular, the MPV-IS program. To schedule a meeting at CES, please contact Parker Lee, Vice-Chairman of OSTA, at parker@opusconsultants.com.

About MPV
MPV (MusicPhotoVideo), which provides multimedia playlists and access to their associated metadata, is an open specification that enhances the representation, exchange, processing and playback of collections of digital media content, including music, still images, stills with audio, still sequences, video clips, and audio clips. The MPV specifications are being developed in phases, and results in "profiles" specific to product category implementations. All of these specifications are designed to enhance interoperability and playback of collections of personal digital media content (photo, video, audio) in consumer electronics products. The MPV specifications can be found at http://www.osta.org/mpv. MPV is an open standard, extensible, and no per-unit royalty

is charged for the use of the specifications from OSTA. The MPV-IS and Trademark Licensing Program does require an administrative fee.

A MPV White Paper is available on the OSTA website at:
www.osta.org/mpv/public/documents/technology/MPV-Whitepaper-July-2005.pdf

About the Optical Storage Technology Association (OSTA)

The Optical Storage Technology Association (OSTA) was incorporated as an international trade association in 1992 to promote the use of recordable optical technologies and products. The organization's membership includes optical product manufacturers and resellers from three continents, representing more than 85 percent of worldwide writable optical product shipments. They work to shape the future of the industry through regular meetings of DVD Compatibility, Commercial Optical Storage Applications (COSA), MPV, Optical Disk Archive Test (ODAT), Planning and UDF committees. Interested companies worldwide are invited to join the organization and participate in its programs by contacting an OSTA representative at (408) 253-3695, by fax at (408) 253-9938, or by addressing its Web site at http://www.osta.org.

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