

**INTERNATIONAL ORGANIZATION FOR STANDARDIZATION
ORGANISATION INTERNATIONALE DE NORMALISATION
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CODING OF MOVING PICTURES AND AUDIO**

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Multimedia ecosystem event focuses on the broad scope of MPEG standards

Incheon, KR – The 104th MPEG meeting was held in Incheon, Korea, from 22 January to 26 April 2013.

MPEG hosts Multimedia Ecosystem 2013 Event

During the 104th meeting, MPEG Multimedia Ecosystem event was held to raise awareness of various scope in MPEG activities. MPEG has developed media-related non-codec standards, which enrich the use of multimedia such as MPEG-M, MPEG-U, and MPEG-V. Also, new activities such as ARAF, CDVS, Green MPEG, and MPEG-UD are currently under progress. The event was organized with two sessions such as workshop and demonstration. The workshop session introduced the seven standards described in above. The demonstration session showed those standard based 17 products from 13 institutes at 11 booths. This event exposed how MPEG technologies can be used to build multimedia ecosystems in terms of various business aspects.

MPEG issues Cfp for Energy-Efficient Media Consumption (Green MPEG)

At the 104th MPEG meeting, MPEG has issued a Call for Proposals (Cfp) on energy-efficient media consumption (Green MPEG) which is available in the public documents section at <http://mpeg.chiariglione.org/>. Green MPEG is envisaged to provide interoperable solutions for energy-efficient media decoding and presentation as well as energy-efficient media encoding based on encoder resources or receiver feedback. The Cfp solicits responses that use compact signaling to facilitate reduced consumption from the encoding, decoding and presentation of media content without any degradation in the Quality of Experience (QoE). When power levels are critically low, consumers may prefer to sacrifice their QoE for reduced energy consumption. Green MPEG will provide this capability by allowing energy consumption to be traded off with the QoE. Responses to the call are due at the 105th MPEG meeting in July 2013.

APIs enable access to other MPEG technologies via MXM

The MPEG eXtensible Middleware (MXM) API technology specifications (ISO/IEC 23006-2) have reached the status of International Standard at the 104th MPEG meeting. MXM specifies the means to access

individual MPEG tools through standardized APIs and is expected to help the creation of a global market of MXM applications that can run on devices supporting MXM APIs in addition to the other MPEG technologies. The MXM standard should also help the deployment of innovative business models because it will enable the easy design and implementation of media-handling value chains. The standard also provides reference software as open source with a business friendly license. The introductory part of the MXM family of specifications, 23006-1 MXM architecture and technologies, will soon be also freely available on the ISO web site.

MPEG introduces MPEG 101 with multimedia

MPEG has taken a further step toward communicating information about its standards in an easy and user-friendly manner; i.e. MPEG 101 with multimedia. MPEG 101 with multimedia will provide video clips containing overviews of individual standards along with explanations of the benefits that can be achieved by each standard, and will be available from the MPEG web site (<http://mpeg.chiariglione.org/>). During this 104th MPEG meeting, the first video clip on the Unified Speech and Audio Coding (USAC) standard has been prepared. USAC is the newest MPEG Audio standard, which was issued in 2012. It provides performance as good as or better than state-of-the-art codecs that are designed specifically for a single class of content, such as just speech or just music, and it does so for any content type, such as speech, music or a mix of speech and music. Over its target operating bit rate, 12 kb/s for mono signals through 32 kb/s for stereo signals, USAC provides significantly better performance than the benchmark codecs, and continues to provide better performance as the bitrate is increased to higher rates. MPEG will employ the MPEG 101 with multimedia communication tool to other MPEG standards in near future.

Digging Deeper – How to Contact MPEG

Communicating the large and sometimes complex array of technology that the MPEG Committee has developed is not a simple task. Experts, past and present, have contributed a series of tutorials and vision documents that explain each of these standards individually. The repository is growing with each meeting, so if something you are interested is not yet there, it may appear shortly – but you should also not hesitate to request it. You can start your MPEG adventure at <http://mpeg.chiariglione.org/>

Further Information

Future MPEG meetings are planned as follows:

- No. 105, Vienna, AT, 29 July – 2 August 2013
- No. 106, Geneva, CH, 28 October – 1 November 2013
- No. 107, San Jose, CA, USA, 13 – 17 January 2014
- No. 108, Valencia, ES, 31 March – 04 April 2014

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The MPEG homepage also has links to other MPEG pages that are maintained by the MPEG subgroups. It also contains links to public documents that are freely available for download by those who are not MPEG members. Journalists that wish to receive MPEG Press Releases by email should contact Dr. Arianne T. Hinds at a.hinds@cablelabs.com.