



## **MainConcept Releases New Video Converter for Mac/Intel**

### **MainConcept Reference 1.5 Brings Multi-Codec Support to a Variety of Markets Including Post Production, Broadcast, Cinema, Internet & Mobile TV and IPTV solutions**

AACHEN, Germany, Jul 16, 2008 (BUSINESS WIRE) -- MainConcept GmbH, a wholly-owned subsidiary of DivX, Inc. (NASDAQ: DIVX) and one of the world's leading providers of video and audio codecs as well as software development kits to the broadcast, film and consumer electronic markets, today announced that it has released the next step of its Cross Platform Encoder application called MainConcept(TM) Reference 1.5 in a new version for Mac/Intel.

MainConcept's successor of the renowned Mac Encoder allows the quick and easy conversion of multiple audio and video formats, with renowned MainConcept quality, including H.264/AVC, MPEG-2, MPEG-4 Part 2, VC-1, DVCPRO HD, JPEG2000, AAC and HE-AAC. Consumers and professionals alike will benefit from numerous ready-to-use presets, including those for Blu-ray, Adobe Flash, DVD, Sony PSP, Apple iPod, AVCHD, XDCAM EX, XDCAM HD and many more.

Reference 1.5 allows exporting to uncompressed RAW/YUV files and supports the export of WMV and Adobe Flash compliant F4V files to provide video content for AVC/H.264 live streaming with the latest version of Adobe's Flash Media Server 3, MPEG-4 Part 2 and H.263. The encoder also includes MPEG-4 presets for Apple iPod, Sony PSP and other mobile devices. Powerful features such as batch encoding, watch folder support and logo blending further enhance the daily production workflow. Even command line control is available.

"As one of the leading production houses for physical and non-physical digital media in Europe, we have been using MainConcept Reference H.264/AVC on Intel/Mac for digitizing video for EST (Electronic Sell-Thru), VoD (Video on Demand) and DTO (Download to Own) with excellent results. The H.264 Reference Encoder provides outstanding quality by producing output signals for stationary, portable and mobile devices."

Lothar Kerestedjian, Director Product & Business Development, Enteractive GmbH, Germany

"mpmotion exclusively produces high-definition video content for international major customers in more than 14 countries. Within the production process we have evaluated every other software encoder on the market. MainConcept Reference is the only professional encoder delivering an optimal picture quality with a maximum bitrate of 38 MBit for Blu-ray, allowing us to achieve maximum quality and complete satisfaction for our customers."

Thorsten Riedel, Founder and Managing Director mpmotion, Germany

"We participated in MainConcept's Prerelease Program and evaluated the Reference Encoder on Mac/Intel for digital delivery and we are now introducing JPEG2000 broadly to our high definition workflow. Reference is the only professional product on the market today that makes even JPEG2000 available in high-quality and at an affordable price. Also the quality for MPEG-2 was unbeaten in comparison to other codec vendors and we are proud to be one of the first customers working with this powerful version on the Mac. We were completely convinced by the extraordinary performance of this transcoding solution."

Peter Morlock, CEO of Kinospot.de, Germany

MainConcept Reference 1.5 is available for online purchase and instant downloading.

To test the power of the codecs and the Reference workflow, a free evaluation version with all important MainConcept codecs in demo mode is available for pre-purchase testing at MainConcept's website. A Linux version will also be available soon and an update to version 1.5 for Windows can be found at [www.mainconcept.com](http://www.mainconcept.com).

#### About MainConcept

MainConcept is one of the world's leading providers of high-quality codec technology for the broadcast, film, consumer electronics, computer software, medical imaging and security markets. MainConcept(TM) solutions are optimized for various platforms including PCs, set-top boxes, portable media players and mobile phones. MainConcept supports the most popular industry standards such as MPEG-2, MPEG-4 Part 2, H.264/AVC, VC-1, DV, DVCPRO, DVCPRO HD, JPEG2000, AAC, HE-AAC and AC3. MainConcept is based in Germany with subsidiaries in the USA, Russia, and Japan. The company serves the Asia-

Pacific region through key distribution partners in China, Korea, and Taiwan. MainConcept customers include some of the most respected international companies in the world. MainConcept is a wholly owned subsidiary of DivX, Inc. (NASDAQ: DIVX).

For more information about MainConcept and available codecs visit [www.mainconcept.com](http://www.mainconcept.com) or [www.codecby.com](http://www.codecby.com). Parties interested in licensing MainConcept technology can contact the company at [sales\(at\)mainconcept.com](mailto:sales(at)mainconcept.com).

About DivX, Inc.

DivX, Inc. is a digital media company that enables consumers to enjoy a high-quality video experience across any kind of device. DivX creates, distributes and licenses digital video technologies that span the "three screens" comprising today's consumer media environment - the PC, the television and mobile devices. Over 100 million DivX Certified(R) devices have shipped into the market from leading consumer electronics manufacturers. DivX also offers content providers and publishers a complete solution for the distribution of secure, high-quality digital video content. Driven by a globally recognized brand and a passionate community of hundreds of millions of consumers, DivX is simplifying the video experience to enable the digital home.

#### Forward-Looking Statements

Statements in this press release that are not strictly historical in nature constitute 'forward-looking statements'. Such statements include, but are not limited to, statements regarding visibility within the investment community. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results to be materially different from historical results or from any results expressed or implied by such forward-looking statements. These factors include, but are not limited to: the risk that customer use of the identified technology may not grow as anticipated; the risk that anticipated market opportunities may not materialize at expected levels, or at all; the risk that the Company's activities may not result in the growth of profitable revenue; risks and uncertainties related to the maintenance and strength of the applicable brands; risks associated with the Company's ability to penetrate existing and new markets; risks regarding the effects of competition; the Company's dependence on its licensees and partners; the effect of intellectual property rights claims; and other factors discussed in the 'Risk Factors' section of DivX's most recent report filed with the Securities and Exchange Commission on May 12, 2008. All forward-looking statements are qualified in their entirety by this cautionary statement. DivX is providing this information as of the date of this release and does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events or otherwise.

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DivX, Inc.  
Tom Huntington, 858-882-0672  
[thuntington@divxcorp.com](mailto:thuntington@divxcorp.com)

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