

NEWS RELEASE

ULDAGE Releases Joint Patent License for Japanese Digital Broadcasting Standards
(ARIB Standards)

(Tokyo Japan – February 1, 2007) ULDAGE Inc. announced today that the Patent Pool License for ARIB Standards (ARIB Essential Patent License) is now available. The License includes essential patents owned by France Telecom Teledifusion de France, Hitachi, Ltd., Matsushita Electric Industrial Co., Ltd., Mitsubishi Electric Corporation, Nippon Hoso Kyokai (NHK), Sanyo Electric Co., Ltd., Sharp Corporation, Sony Corporation, Toshiba Corporation, and Victor Company of Japan, Limited.

The above companies have finally agreed on the following terms of license for launching the license program: manufacturers or distributors of digital broadcasting devices shall pay, for instance, JPY 200 per unit for television set receiving digital BS, CS and terrestrial broadcasting; JPY 100 per unit for television set receiving digital terrestrial broadcasting only; JPY 50 per unit for mobile terminal receiving digital terrestrial broadcasting called “One Seg” only.

Technology transition from analog to digital has made the patent issues more complicated. The ARIB Essential Patent License will simplify it by licensing as a package multiple essential patents held by multiple patent holders under fair and reasonable conditions. ULDAGE Inc. believes that the establishment of this license scheme will help manufacturers and distributors ensure stable supply of digital broadcasting devices.

ULDAGE Inc. welcomes having additional holders of essential patents and hopes that this patent license program will expand further.

About ULDAGE Inc.

ULDAGE Inc., registered in Imperial Tower, 1-1-1 Uchisaiwai-cho Chiyoda-ku, Tokyo, Japan, is a joint venture company established by Matsushita Electric Industrial Co., Ltd., Mitsubishi Electric Corporation, Sharp Corporation, Sony Corporation and Victor Company of Japan, Limited, for the purpose of promoting and administering joint license programs. ULDAGE Inc. will provide royalty operation service, license administration service and market research service necessary for administration of joint license programs.

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