



NEWS RELEASE

ULDAGE Releases Joint Patent License for Japanese Digital Cable Broadcasting Standards

(Tokyo Japan – October 1, 2008) ULDAGE Inc. announced today that the Patent Pool License for Digital Cable Broadcasting Standards is now available. The License includes essential patents owned by the following 15 companies.

France Telecom/Telediffusion de France, FUJITSU LIMITED, Hitachi, Ltd., Kenwood Corporation, Mitsubishi Electric Corporation, NEC Corporation, Nippon Hoso Kyokai (NHK), Panasonic Corporation, Pioneer Corporation, Sanyo Electric Co., Ltd., Sharp Corporation, Sony Corporation, Thomson Licensing S.A., Toshiba Corporation, and Victor Company of Japan, Limited.

These 15 companies agreed on the following license terms for launching the license program through ULDAGE. The royalties relating to digital cable broadcasting are, in case of receiving devices, JPY100 per unit for digital terrestrial trans-modulation receiving devices; JPY150 per unit for digital terrestrial pass-through/trans-modulation receiving devices.

Technology transition from analog to digital has made the patent issues more complicated. The Digital Cable Broadcasting Standards 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 ensure a stable business environment for those engaged in the business of digital cable broadcasting.

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

About ULDAGE Inc.

ULDAGE Inc., located in the Imperial Tower, 1-1-1 Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan, is a joint venture company established 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.

Shareholders are Hitachi, Ltd., Mitsubishi Electric Corporation, Panasonic Corporation, Sharp Corporation, Sony Corporation, Toshiba Corporation, and Victor Company of Japan, Limited.

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