

NEWS RELEASE

Commencement of Ultra High Definition Digital Cable Television (Cable UHD TV)
Broadcasting Standards Patent Licensing Activities

July 1, 2018

ULDAGE Inc.

ULDAGE Inc. ("ULDAGE"), today, announced the commencement of patent licensing activities under the system of a patent pool that collectively, and under fair and reasonable conditions, bundles and licenses the patents that are essential to the realization of the Cable UHD TV broadcasting standards, to business operators that are involved in transmission and reception of Cable UHD TV broadcasting. As for this patent licensing, the following 8 entities holding the patents that have been determined by the Japan Intellectual Property Arbitration Center, a neutral organization, to be essential to the standards, have started the licensing through ULDAGE.

(Listed alphabetically)

FUJITSU Limited, JVC KENWOOD Corporation, Maxell, Ltd., NEC Corporation, Nippon Hoso Kyokai (NHK), Sony Corporation, The Trustees of Columbia University in the City of New York (Columbia University), Toshiba Corporation

In this digital age, it has become more and more necessary to resolve patent issues under fair and reasonable conditions by simplifying the complicated rights issues and the related complex procedures. ULDAGE currently operates licenses under the patent pool system that licenses those patents that have been gathered and bundled, and determined to be essential to the standards of high definition terrestrial digital broadcasting, high definition satellite digital broadcasting, high definition digital cable broadcasting, and ultra high definition satellite digital broadcasting respectively. ULDAGE is proud to have contributed to the smooth development of the industry. The establishment of a pool of this kind relating to the Cable UHD TV standards is also thought to be another contribution to the well-being of business operators that use these standards and to the development of stable business.

With this patent licensing, it is possible for broadcasters and receiver manufacturers to receive a

license of bundled patents from a number of patent holders under very reasonable conditions. For example, with respect to receivers, the rates are set at 100 yen per unit, taking into consideration the development of the market going forward.

Furthermore, ULDAGE continues to make a call for patents and sequentially adds patents that have been recognized to be essential to the Cable UHDTV broadcasting standards, aiming for further reinforcement of the patent licensing.

Moreover, with respect to those patents relating to UHDTV standards pertaining to IPTV, ULDAGE is in discussions with the patent holders about the licensing terms and conditions, and ULDAGE plans to commence licensing activities through patent pools that are similar to this Cable UHDTV broadcasting pool.

About ULDAGE Inc.

ULDAGE was established in July 2006, with the aim of management and promotion of patent pool licensing.

Name: ULDAGE Inc.
Headquarters: Imperial Tower, 1-1-1 Uchisaiwai-cho, Chiyoda-ku, Tokyo
Establishment: July 13, 2006
Chairman: Yoshihide Nakamura
President & CEO: Shuichi Endo

Business Details:

- (1) Management of patent royalties, such as collecting patent royalties from patent licensees, and distributing to patent holders, etc.
- (2) Operation and management of patent license agreements, such as negotiating, executing, and preparing patent license agreements.
- (3) Investigation and examination of patents essential to the patent license subject technology.

Shareholders

JVC KENWOOD Corporation	(14.29%)
Sharp Corporation	(14.29%)
Sony Corporation	(14.29%)
Toshiba Corporation	(14.29%)
Panasonic Corporation	(14.29%)
Hitachi Maxell, Ltd.	(14.29%)
Mitsubishi Electric Corporation	(14.29%)

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