

MONTREAL, Quebec (March 5, 2001)

Sipro Offers Patent Rights to Help Advance Audio Technology

Licensing Agreements Allow Companies to Gain Proper Access to Multiple G.729 Voice Compression Patents

Companies negotiating intellectual property rights (IPRs) with several patent-holding entities know how costly and time-consuming the process can be.

Sipro Lab Telecom, the designated licensing agent for intellectual property rights associated with the G.729 voice compression standard, is easing the process by eliminating labor-intensive procedures and allowing companies to quickly gain proper access to essential IPRs necessary for the advancement of new audio products.

Representing more than 200 patents, Sipro offers one-stop-shopping licensing plans, which allow companies to obtain multiple voice compression legal rights in a single agreement. This is a major industry breakthrough for companies seeking access to IPRs for their product development.

"This initiative is rather unique in this industry," said Laurent Amar, president of Sipro Lab Telecom. "Beside MPEG LA, the licensing agent of the Moving Picture Experts Group, nearly no other IPR pool exists, and our efforts led to the adoption of the G.729 technology by the major booming markets of the telecommunications industry. This speech compression algorithm is now integrated in various applications such as Internet Telephony, Video Conferencing, Call Monitoring and Recording, Satellite Broadcasting, Cellular Phone, Voice over IP."

As the designated G.729 licensing broker, Sipro is the world's leader in transferring audio technologies. The Montreal-based company provides an array of professional expertise and services that promote market adoption of audio technologies in several applications. This allows companies to benefit from a return on investment on their research expenses.

"Being able to offer legal, technical, marketing and high-level negotiating skills under the same roof positions Sipro as an incomparable expert when it comes to licensing," said Amar. "Our expertise creates a tangible value to our licensees, who have finally found a guide through the IPR jungle."

In 1998, Sipro was appointed as the exclusive licensing agent for G.729 voice technology by AT&T and by the G.729 Consortium, which consists of France Telecom, Nippon Telegraph and Telephone, and the University of Sherbrooke. A year later, Sipro made a significant breakthrough when it received the mandate to license Nokia's patents related to the G.729 technology. As of March, 2001, Sipro has licensed more than 30 companies worldwide for the rights of the G.729 Consortium.

Those companies include:

- ❑ **ACT Networks**
- ❑ **British Sky Broadcasting, Ltd.**
- ❑ **Dialogic Corporation**
- ❑ **TDF**
- ❑ **OKI Electric Industry Co., Ltd.**
- ❑ **Scientific Atlanta**
- ❑ **Racal Recorders, Ltd.**
- ❑ **General DataComm Industries, Inc.**
- ❑ **Matsushita Comm. Industrial Co.**
- ❑ **Brooktrout Technology**
- ❑ **Elthe**
- ❑ **Nokia Corporation**

About Sipro Lab Telecom

Sipro Lab Telecom Inc., a privately owned Canadian corporation based in Montreal, was founded in 1994. Its mission is to promote and transfer technologies developed within private and public laboratories and research centers in the fields of digital audio compression, telecommunications and information technologies. Besides its commitment in the promotion of the G.729 standard, Sipro also acts as licensing agent for France Telecom, the University of Sherbrooke, AudioCodes, DSP Group, Nippon Telegraph and Telephone, and Nokia in relation with the G.723.1 ITU voice compression standard. <http://www.sipro.com>

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