

# Press Release

Erlangen,  
April 13, 2010

## **Fraunhofer IIS becomes first non-profit organization member of the iVDR Consortium**

The Fraunhofer Institute for Integrated Circuits IIS joins the iVDR (Information Versatile Device for Removable usage) Consortium as the first non-profit organization member in order to be able to use standardized technology in the development of new components for broadcasting and digital cinema systems.

Dr. Toshiaki Hioki, representative of iVDR Consortium stated, "The iVDR Consortium is happy to welcome Fraunhofer IIS as a member of the iVDR Consortium. With its worldwide activities and the new iVDR applications, Fraunhofer IIS brings considerable amount of expertise to our group members, for making iVDR as the universal standard."

At NAB2010 in Las Vegas, NV, Fraunhofer IIS will present its next-generation field recorder called FlashBOX, which uses iVDR removable cartridges with built-in solid-state disk drives (SSD). The decision was made against the background of benefiting from a small, compact removable disk format. At the same time, this is an opportunity to provide a field recorder using standardized storage media components that allows customers and users to choose between different cartridge sizes and suppliers according to the intended area of application. In addition, the iVDR standard offers high-speed, large-capacity removable media with content protection functionality, which is essential for use in TV and motion picture applications.

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The FlashBOX will be showcased at NAB 2010 from April 12 to April 15 in the Center Hall at booth number C1446.

#### About Fraunhofer IIS

Founded in 1985 the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, today with more than 750 staff members, ranks first among the Fraunhofer Institutes concerning headcount and revenues. As the inventor of mp3 and co-inventor of the MPEG 4 AAC audio coding standard, Fraunhofer IIS has reached worldwide recognition.

It provides research services on contract basis and technology licensing.

The research topics are: Audio and video source coding, multimedia realtime systems, digital radio broadcasting and digital cinema systems, integrated circuits and sensor systems, design automation, wireless, wired and optical networks, localization and navigation, imaging systems and nanofocus X-ray technology, high-speed cameras, medical sensor solutions and supply chain services.

The budget of more than 90 million Euro is mainly financed by projects from industry, the service sector and public authorities. Less than 25 percent of the budget is subsidized by federal and state funds.

#### About iVDR Consortium

The "iVDR Consortium" was established on March 5, 2002 by Canon Inc., Fujitsu Limited, Hitachi, Ltd., Phoenix Technologies K.K., Pioneer Corporation, SANYO Electric Co., Ltd., Sharp Corporation and Victor Company of Japan, Limited.

iVDR information Versatile Device for Removable usage:

The consortium name has been changed from "iVDR Hard Disk Drive Consortium" to "iVDR Consortium" as of May, 2009.

Based on the concept of the removable hard disk drive, the iVDR Consortium will develop the iVDR platform in order to make it an industry standard as a next-generation large data platform compatible with a broad range of devices from AV products to PCs.

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