



Why IMTC is sponsoring this meeting?

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H.264 Licensing Meeting - Los Angeles 2003



Brief History

- IMTC is promoting Multimedia Telecommunication, and in particular (multimedia) conferencing
- Video is a key media component in conferencing
- Up to now modest market breakthrough

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Setting requirements

- IMTC realized the problems of complex IPR situations of video codecs
- In order to promote fast market breakthrough for H.264 IMTC requested from early on the H.264 RF „Baseline“ and RAND higher profiles principle
- H.264 techn. became the „winner“ also in MPEG
- IMTC realises that both RF and RAND profile licensing needs an „IMTC/M4IF/ISMA-push“ initiative

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- Wishes a fruitful meeting....

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