



The Perfect Experience / —

## PRESS Release

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### **JVC to Exhibit K2 Technology for High Quality Sound at MIDEM 2007** *Developing Licensing Business Worldwide*

Victor Company of Japan, Ltd. (JVC), and Victor Entertainment, Inc. (VE), will jointly sponsor a booth at MIDEM 2007, the world largest international music industry fair, held in Cannes, France, from January 21 to 25, 2007.

The booth will offer key components of K2 Technology, a group of technologies that increase the quality of digital signal based sound, to music companies, music distributors, and mobile phone companies around the globe, with a view to developing a worldwide licensing business. The K2 Technology has been under development and improvement since 1987 in a collaborative effort by JVC and VE on both hardware and software. Among types of K2 Technology, the JVC booth will feature K2HD Mastering for high-quality CD sound mastering and net K2 technology for music distribution.

Details of the JVC booth presentation

\* The booth will be located in MIDEM Suite No. 26

#### 1. net K2 technology

This technology realizes superior sound quality in compressed sound for music distribution.

Through an explanation of the net K2 technology and a comparative sound demonstration, JVC will present the K2 Pre-Processing Technology that performs high-quality sound processing before encoding (compressing) the track. JVC will also offer K2 Post-Processing Technology that realizes high quality sound at the time of playback on a mobile phone or audio device to mobile phone and other companies.

#### 2. K2HD Mastering

A technology explanation and a sound demonstration in comparison to a regularly mastered CD will be provided for the K2HD (High Definition) Mastering Technology. This technology offers fidelity to the master tracks, the outcome of the sensitivity and technique of mastering engineers, by using 24-bit high-resolution information, and a wide frequency range that extends up to 100 kHz, based on K2HD coding technology.

Victor Entertainment, Inc. has taken K2HD mastering beyond its own label CDs, and aims to expand high-quality CD sound based on FLAIR mastering service used in the Victor Studio by offering the service to other music companies around the world.

#### *Reference: About MIDEM*

Since 1967, MIDEM, an international trade show for the music industry, has been held in Cannes, France. It is held each January in the Palais Des Festivals Hall, the same venue as the Festival de Cannes (the famous international film festival), and offers an opportunity for a wide range of industry people to meet.

With close to 10,000 music industry professionals from over 94 countries gathering in one place, this international convention yields a wealth of business transactions such as catalogue contracts, licensing deals, and copyright agreements for various music genres. As a venue exclusively for the music industry, MIDEM is a global trade show on a scale found nowhere else, and provides ample opportunities for making new business connections.

*Outline of MIDEM*

Duration: From Sunday, January 21, 2007 through Thursday, January 25, 2007

Venue: Palais des Festivals, Cannes, France

Sponsorship: Reed MIDEM

The Last Year's Record: 9,798 visitors from 93 countries, 4,634 participating companies, and 2,313 exhibiting companies from 66 countries

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