



PRESS INFORMATION

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Nero Announces Next-Generation Mobile Media Solutions optimized for the Freescale i.MX31 multimedia applications processor

Two powerful technologies create high performance mobile multimedia experiences for the digital-savvy end user

3GSM, Barcelona, Spain (February 13, 2007) – Nero, leaders in digital media technology, announced today that through their collaboration with Freescale Semiconductor, Inc., consumers will have access to high performance digital multimedia solutions for mobile devices.

Combining Nero's experience in seamless content creation with Freescale's semiconductor expertise, mobile device manufacturers will be able to offer end users a unique next-generation multimedia experience with applications such as Nero Mobile. Freescale's i.MX31 multimedia applications processor is designed for long battery life, high performance, seamless content mobility, and advanced multimedia codecs including Nero Digital™ and Nero Digital™ Audio+ H.264/HE-AAC v2. Nero solutions are optimized to work efficiently on the i.MX31 platform with even the most demanding multimedia material.

"Today's digital multimedia user expects more from their mobile devices," said Patrick Peeters, General Manager EMEA, Nero AG, "and together with Freescale, Nero is able to bring state-of-the-art software to hardware manufacturers who share our dedication to providing innovative, next-generation mobile solutions."

"Freescale is committed to providing a bridge between the digital home and mobile worlds to enable consumers to seamlessly transfer content to mobile devices," said Monica Hamilton, director of wireless developer relations, Freescale. "Nero's focus on developing technology that simplifies the digital lifestyle is refreshing and complementary to our future-focused multimedia solutions."

Nero Mobile uses Nero Digital™ technology, a recording and playback codec that compresses digital files while maintaining outstanding audio and visual quality. Nero Mobile is the consummate media center for mobile devices as it transforms mobile phones, PDAs, PMPs, and other handheld or portable devices into feature-rich



mobile entertainment devices. Users can enjoy watching videos, viewing photos, and listening to music at home, at work, and on the go.

Visit Nero at 3GSM in Hall 2.1, Booth A26, and Freescale in Hall 8, Booth 8B91 from Monday, February 12th through Thursday, February 15th, for demonstrations of Nero and Freescale products.

About Nero

Nero is a leading provider of digital multimedia solutions for the personal computer, consumer electronics, and mobile industries. Focused on developing technologies for digital media creation and playback, Nero provides strategic partners with applications, codecs, tools, software development kits, and programming interfaces for use with a variety of the latest platforms and devices. Over 240 million units of Nero's award-winning software solutions have been distributed globally and are widely used in the home, on the go and professionally.

Nero distributes products globally through hardware manufacturers, international partners, retailers, and directly through www.nero.com. Nero AG is headquartered in Karlsbad, Germany and serves the world with regional offices in Karlsbad, Germany (EMEA); Glendale, California, USA (Americas); and Yokohama, Japan (APAC).

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