



## **VisualOn Integrates On2 VP6 Video Into Mobile Multimedia Applications**

### On2 VP6 Video Playback Becoming a Prerequisite for Mobile Applications

CLIFTON PARK, N.Y. and CAMPBELL, Calif., March 25 /PRNewswire-FirstCall/ -- On2 Technologies, a leader in video compression solutions, announced today that it has licensed its On2 VP6(R) video format and software to VisualOn, Inc. VisualOn will optimize and integrate VP6 decoding software into its multimedia application suite for mobile platforms.

On2 VP6, through its inclusion in the Adobe Flash and Sun JavaFX application platforms, has become the de facto format for web video and a fundamental requirement for Internet-connected mobile devices.

When compared to H.264 Baseline profile (an emerging video format used in wireless applications) On2 VP6 content offers 10% to 20% better video compression performance while requiring less computing power to play. As a result, VP6 enables a wider range of mobile devices to play high-quality content without sacrificing battery life. For more information about On2 VP6 visit [www.on2.com/on2video](http://www.on2.com/on2video).

VisualOn's highly optimized software applications allow consumers to play rich multimedia content on mobile devices without expensive dedicated hardware. VisualOn's highly optimized power-efficient software codecs and multimedia applications offer everything needed to enable video, audio, and still image applications on mobile devices.

"We are pleased to have VisualOn optimize and integrate On2 VP6 to their application suite," said Matt Frost, COO and interim CEO of On2 Technologies. "They have exceptional skill and experience in delivering highly optimized multimedia software for mobile devices, and we look forward to seeing high-performance playback of our codec as an integral part of their solutions."

"The widespread presence of On2 VP6 content on the web makes it an essential format for VisualOn's product portfolio," said Yang Cai CEO of VisualOn. "Adding VP6 to our application suite will enable mobile users to watch high-quality VP6 without requiring a bleeding-edge processor or a pocketful of batteries. Our customers as well as consumers ultimately benefit from the high quality, lower power, and reduced cost achieved through VisualOn's partnership with On2."

#### About VisualOn

VisualOn, Inc. is a Silicon Valley based mobile software company that enables a rich multimedia experience on handheld devices, without the need for expensive hardware. VisualOn's unique patent-pending technology is optimized for quality, performance, and minimal power consumption. It supports video and audio applications, including mobile TV and streaming, with quality levels that rival the Apple iPhone. VisualOn's software offerings include support for all popular video and audio formats. Its solutions are available as plug-ins for Windows Mobile Media Player or as an SDK for integration with third party applications. For more information, please visit [www.visualon.com](http://www.visualon.com)

#### About On2 Technologies

On2 creates advanced video compression technologies that power the video in today's leading desktop and mobile applications and devices. On2 customers include Adobe, Skype, Nokia, Infineon, Sun Microsystems, Mediatek, Sony, Brightcove, and Move Networks. On2 Technologies is headquartered in Clifton Park, NY USA. For more information visit [www.on2.com](http://www.on2.com).

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