



Fluendo Presents Multimedia Solution on Moblin, Optimized for Intel® Atom™ Processor at OSiM World 2008, Berlin

Fluendo takes advantage of Intel Atom processor new technologies to enhance the multimedia experience on mobile devices with a codec pack that makes the Fluendo solution particularly well suited for this kind of processors.

Barcelona, Spain, September 17, 2008 --(PR.com)-- Fluendo S.A. today announced the latest release of its multimedia codec pack optimized for the Intel® Atom™ processor. Fluendo is an established leading provider of multimedia codecs on the GNU/Linux Market. Fluendo has developed a set of video decoders leveraging the hardware acceleration of Intel's platform. The market wants to see new solutions allowing mobile access to Internet resources, should it be Web, email or Multimedia. With the introduction of Intel Atom processor a new generation of Internet-centric devices are emerging such as MIDs (Mobile Internet Devices), netbooks and nettops that delivers "PC-like" Internet and Multimedia experience. Fluendo supports and contributes to the development of the GStreamer multimedia framework, which is emerging as the standard media framework on Linux platforms. This includes support for Moblin based solutions hosted on Moblin.org. Moblin is an optimized open source Linux software stack that delivers visually rich internet, media experience on Intel Atom Processor based devices. With Intel Atom processor, Intel introduces some new technologies to enhance the multimedia experience on mobile devices like MIDs and netbooks. Fluendo now takes advantage of these new technologies like the hardware accelerated video decoding in its multimedia solution. The usage of this new technology in the Fluendo codec pack makes the Fluendo solution particularly well suited to the Intel Atom processor based platforms which allow customers to view for example HD movies on these new devices. Fluendo provides MPEG2, MPEG4 part2, VC1 (WMV 9) and H.264 decoding. "We are so excited to see the Portable Media Player and Sub Notebook market expansion with GNU/Linux solutions. Our Fluendo codec pack, which now is a mix of software and hardware codecs, has been fully optimized and I can't wait to have one of those tiny and light MIDs, netbooks and nettops reading Full HD movies with our codecs!" said Julien Moutte, Fluendo co-founder and CEO. "Bringing the web and media usage to small, affordable devices is a great opportunity to expand internet usage throughout the world," said Ram Peddibhotla, marketing director of Intel Corporation's, System Software Division. "Fluendo's video decoders that take advantage of the Intel® Atom™ processor's hardware acceleration -- coupled with Moblin, the open source software stack optimized for Intel Atom processor based platforms -- allow customers to play sought-after content with a "PC-like" experience on a smaller device." On September 17th and 18th , at OSiM World 2008 (Open Source in Mobile) in Berlin, Fluendo will show the performance of the solution they have developed. At the Moblin booth, dedicated to Linux solutions for MIDs and netbooks, Fluendo will demonstrate the advantages of its solution on the Intel Atom processor based platforms.

About Fluendo S.A., Fluendo was founded in 2004 to address the multimedia issue in GNU/Linux and Free Software in General. Fluendo employs several of the central developers of the GStreamer multimedia framework, which is quickly establishing itself as the de-facto standard multimedia framework for GNU/Linux and UNIX systems. Fluendo provides a wide range of products under and above GStreamer including proprietary codecs (together with their respective patent licenses), a streaming server, a DVD player and a media center www.fluendo.com FLUENDO, S.A.



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