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*Now au brand mobile phones offer the same high quality sound sensation as an audio player*

### JVC High Sound Quality “net K2” Technology to be Used in KDDI au Brand Mobile Phones

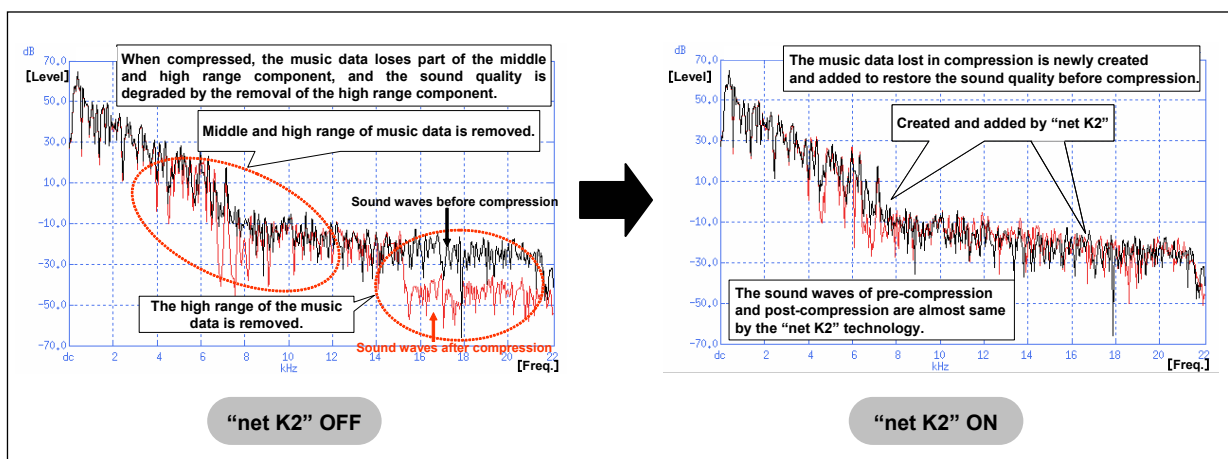
*- The world's first\*<sup>1</sup> mobile phone to feature “net K2” technology -*

Victor Company of Japan, Ltd (JVC) and Victor Entertainment, Inc. (VE) have announced that “net K2”, part of their “K2” technology for realizing high sound quality for digital sound sources, is to be used in the **au** brand series of mobile phones sold by KDDI corporation. The “net K2” technology represents the processing technique for compressed sound-sources of “K2” technology that has been jointly developed by JVC and VE to faithfully reproduce original master sound. KDDI will gradually implement “net K2” across common platform models beginning with the new **au** brand models scheduled for release in March.

The “net K2” technology is to be installed by KDDI corporation in a mobile phone for the first time\*<sup>1</sup> ever. It dramatically improves sound quality when music is played back on a mobile phone by recovering lost music data through its audio quality enhancement process. This loss of music data occurs when the data is digitally compressed to reduce the information to as little as one tenth to one thirtieth of its original size\*<sup>2</sup> and then decompressed, resulting in increased distortion, narrowing of the sound field, reduced high range and other such degradation of the music sound quality.

\*1: As of January 28, 2008, according to a JVC survey

\*2: Compared with CD (WAV file)



<“net K2” technology revives pre-compression sound quality >

With the spread of music distribution, people are increasingly listening to music replayed in compressed formats on mobile phones. However, restrictions on sound quality mean that the true sensation of the music that the artists and engineers who create it wanted to express sometimes fails to reach the listener. The inclusion of “net K2” technology in **au** brand mobile phones has advanced the quality of their playback function even further, reaching high sound quality on par with that of typical audio players that can now be enjoyed even when listening to music on a mobile phone.

The “net K2” technology consists of two technologies. The “net K2 pre-process” technology improves the sound quality when music distributors compress the sound source (this has been in use by a number of companies including Victor Entertainment since October 2005). The “net K2 post-process” technology improves sound quality when a compressed sound source is played back on the user’s device. The “net K2 post-process” technology will be included in **au** brand mobile phones, and the combination of both the “net K2 pre-process” during compression of the sound source for distribution and the “net K2 post-process” when playing back on an **au** brand mobile phone will achieve a sound quality that is equal to or better than CD quality, even from a compressed sound source.

JVC and VE will continue their efforts to develop of music culture by using “net K2” in their products and also by licensing the technology to other companies in the music distribution industry, so as to deliver the excitement of music to a wider audience.

<Reference>

**Jim Anderson\* (Recording engineer and Producer) Comments on net K2 Technology**



“Without the net K2 compression the difference is striking. The original audio sounds as if it’s in monaural, not stereo. When the net K2 is applied, the sound becomes wider and smoother. I can hear that for jazz recordings, the net K2 is a great improvement. It’s very musical. The delicate top end of the cymbals sound completely different and the sound of the high-hat is improved as well.”

\* Jim Anderson is a New York-based recording engineer and producer. He specializes in recording jazz and acoustic music, and is renowned as one of the world’s most distinguished recording engineers.

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