

## **HANTRO MOBILE VIDEO TECHNOLOGY SET TO DOMINATE IN ODM/OEM MARKET IN APAC.**

Group Sense PDA Limited (GSPDA) use Hantro's video technology in their PDA / Smartphone.

Oulu, Finland – 28th April 2004 – Hantro, the market leading provider of mobile multimedia technology, announced today that they have licensed their Multimedia Engine with software MPEG-4/H.263 video codec and GSM-AMR audio codec to the Hong Kong based handheld electronic products maker, Group Sense PDA Limited (GSPDA).

Providing video capture and play functionality, the Multimedia Engine will be implemented into GSPDA's new range of smart phones which are based on TI's (OMAP) platform and use Palm OS.

“Using Hantro's 4300 MPEG-4 / H.263 codec and Multimedia Engine we have significantly shortened our product's time to market ” says Francis Li, Executive Director of Marketing & Business Development of GSPDA “further more, the modular design of the engine will facilitate development cost savings in future products as we can use the same application core and upgrade or change certain modules depending on target device and application.”

“The ODM/OEM market in the Asia Pacific region presents a vast array of opportunities for technology companies like Hantro. Our continuing success in this area is testament to our experience and core competences” says Eero Kaikkonen, President and CEO of Hantro.

### **Multimedia Engine**

Hantro's Multimedia Engine incorporates all of the key technology blocks required to integrate video into any mobile device. Designed to be easily ported to a multitude of operating systems, the Multimedia Engine helps to realise significant development cost savings. A flexible and modular design allows a choice of video encoder / decoder combinations that best meets target market and host device requirements. Upgrades or change of key components (for example: video codecs, file format etc.) can be made without change to the core application logic.

### **4300 MPEG-4 / H.263 Codec**

The 4300 is an optimised software codec solution that has been globally adopted and implemented in the world's most dominant camera phones.

### **About Hantro**

Hantro provides its customers with video solutions for handheld devices. Hantro has both hardware and software based MPEG-4 and H.263 standards based video codecs that have been delivered to customers and are proven solutions. Hantro's product portfolio also includes video applications for video capturing, playback, messaging, streaming, and

telephony. The company's products play a key role in the development of battery-operated video-capable end products like cellular phones, still cameras, PDAs, camcorders, PC cameras, and web pads. Hantro's investors are funds managed by CapMan, Startupfactory, Menire and Nexit Ventures. For further information please visit [www.hantro.com](http://www.hantro.com).