



## **DivX Signs License Agreement With Panasonic for Next-Generation DivX Plus(TM) HD Technology**

### **UniPhier(R) chip series from Panasonic to power Blu-ray disc players and DTVs that support playback of DivX Plus HD video up to 1080p**

SAN DIEGO, Sept 10, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- DivX, Inc. (Nasdaq: DIVX), a digital media company, today announced a license agreement for next-generation DivX Plus(TM) HD technology with Panasonic Corporation. Panasonic plans to incorporate DivX Plus HD technology into its UniPhier(R) semiconductor chips, enabling consumer electronics (CE) devices such as digital TVs, Blu-ray disc players and in-car players to playback DivX Plus HD H.264 video in the MKV container at high-definition resolutions up to 1080p.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081124/DIVXLOGO> )

Known for great performance, visual quality and interoperability on any DivX Certified(R) device, DivX(R) technology gives consumers a comprehensive digital media solution for watching high-quality digital video on TVs and other consumer electronics devices. With DivX Plus HD Certification, Panasonic UniPhier chips will enable devices to playback a wide variety of video files with the .mkv file extension and AAC audio, whether created with the DivX 7 software or third-party tools. DivX technology allows DivX Certified devices to playback digital videos, including premium Hollywood content in the DivX format. Available at [www.divx.com](http://www.divx.com), DivX 7 software enables the creation and playback of H.264 video in an MKV file container.

"We are focused on embedding the latest technologies, such as DivX Plus HD, into our semiconductors," said Yasuhiro Nakakura, Director, Consumer Electronics System LSI Business Unit, Semiconductor Company, Panasonic Corporation. "Since we began partnering with DivX in semiconductor domain in 2005, we have developed DivX Certified ICs that OEMs have incorporated into a wide range of successful CE devices."

"We're thrilled that Panasonic has embraced DivX Plus HD technology for ICs that will power some of the most advanced CE devices on the market," said Kevin Hell, Chief Executive Officer at DivX. "With more and more devices on the market possessing DivX Plus HD technology, we are advancing our effort to become the consumer face of H.264 in software and consumer electronics."

UniPhier (Universal Platform for High-quality Image Enhancing Revolution) is an integrated multimedia chip platform that enables standard and high-definition video solutions for DivX video playback on a wide range of Blu-ray digital products, digital TVs, DVD players and more.

Products that bear the DivX Certified logo have undergone a rigorous testing program to ensure a high-quality DivX media experience, including reliable video creation and playback, interoperability with other DivX Certified devices and the visual quality users expect from DivX.

For more information about DivX, visit [www.divx.com](http://www.divx.com).

UniPhier is a trademark/a registered trade mark of Panasonic Corporation in Japan and other countries.

#### About DivX

DivX, Inc. is a digital media company that enables consumers to enjoy a high-quality video experience across any kind of device. DivX creates, distributes and licenses digital video technologies that span the "three screens" comprising today's consumer media environment--the PC, the television and mobile devices. Over 200 million DivX devices have shipped into the market from leading consumer electronics manufacturers. DivX also offers content providers and publishers a complete solution for the distribution of secure, high-quality digital video content. Driven by a globally recognized brand and a passionate community of hundreds of millions of consumers, DivX is simplifying the video experience to enable the digital home.

#### Forward-Looking Statements

Statements in this press release that are not strictly historical in nature constitute "forward-looking statements." Such statements include, but are not limited to, statements regarding DivX's visibility within the investment community. Such forward-

looking statements involve known and unknown risks, uncertainties and other factors which may cause DivX's actual results to be materially different from historical results or from any results expressed or implied by such forward-looking statements. These factors include, but are not limited to: the risk that customer use of DivX technology may not grow as anticipated; the risk that anticipated market opportunities may not materialize at expected levels, or at all; the risk that the Company's activities may not result in the growth of profitable revenue; risks and uncertainties related to the maintenance and strength of the DivX brand; risks associated with DivX's ability to penetrate existing and new markets; risks regarding the effects of competition; the risk of DivX's dependence on its licensees and partners; risks related to the effect of intellectual property rights claims; and other factors discussed in the "Risk Factors" section of DivX's most recent report filed with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement. DivX is providing this information as of the date of this release and does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events or otherwise.

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