



## **DivX Announces Licensing Agreement with Motorola for DivX Certified(R) IPTV Set-top Boxes**

### **Motorola set-tops to support playback of digital video and Hollywood movies in the high-quality DivX(R) format**

SAN DIEGO, Sept 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- DivX, Inc. (Nasdaq: DIVX), a digital media company, and Motorola, Inc., today announced a licensing agreement to adopt DivX((R)) technology and certify a new series of Motorola IPTV set-top boxes. To be initially available in Europe, these set-tops will support the playback of high-quality standard definition video in the DivX format.

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

DivX technology allows video content to be compressed to a fraction of its original size, while maintaining excellent visual quality. Using DivX software, up to eight standard definition movies can fit on an 8 GB USB flash drive. Once DivX Certified((R)), these new Motorola set-tops will enable consumers to playback their favorite digital videos and Hollywood movies in the DivX format stored on their personal USB drives.

Motorola is recognized as the world leader in the set-top market overall, with #1 rankings in both cable and IPTV segments. Increasing adoption of the DivX technology in the IPTV set-top segment complements the more than 200 million DivX devices shipped into the market, including Blu-ray players, digital televisions, gaming consoles and mobile players from a wide range of consumer electronics manufacturers.

"Motorola is committed to accelerating the delivery of personal media experiences and satisfying consumer demand for high-quality, compelling services," said Keith Kelley, Vice President and General Manager, EMEA and Asia Pacific Set-top, Motorola Home & Networks Mobility. "With the wide adoption of the DivX technology in Europe and the increasing availability of Hollywood content in the DivX format worldwide, we felt it important to incorporate DivX into our next generation of set-top boxes."

"Working with Motorola is a tremendous win for DivX that raises our profile and penetration in Europe and markets worldwide," said Kevin Hell, Chief Executive Officer at DivX. "We look forward to working with Motorola and further expanding our presence in the set-top box market segment."

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).

#### 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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