



## **MICAN Communications offers MPEG-4 Overview Training**

*Emerging Technology and Advanced Video Compression Presented in a Concise Two-Hour Luncheon Tutorial*

**Toronto, ON, June 16, 2004** – MICAN Communications, Canada’s leader in broadcast and telecommunication broadband internetworking solutions, announced a new educational tutorial on the MPEG-4 object-based, internet protocol systems, used to deliver live and on-demand content for high definition television (HDTV), standard definition television, and interactive presentations for enterprise applications.

MICAN will provide clients with a sophisticated PowerPoint presentation to introduce them to this emerging technology and acquaint them with the many new terms, acronyms, and jargon. By showing examples of actual MPEG-4 film and video clips, MICAN will demonstrate the power of this technology. Clients will see first hand what is possible.

"Many Canadian broadcasters and telecom companies are planning to offer a new set of IP-based products and services. MPEG-4 is one of the cornerstone technologies needed to transport quality video over an IP infrastructure," said Michael J. Martin, President of MICAN. "Additionally, video is part of the new IP Triple-Play strategy. IP Triple-Play is the converged delivery of voice, data, and video within a single high-speed, IP-based platform, such as DSL or cable modems or the new personal satellite links planned for introduction in early 2005. Yet, many carriers are not up to speed yet, and do not fully appreciate what is possible with video over IP. This tutorial is aimed to provide them with a solid foundation to build their MPEG-4 knowledge."

Participants will enjoy the MICAN MPEG-4 tutorial, which is presented in a straightforward, fast-paced overview during a working "pizza" lunch. Vivid still images are used to visually simulate the techniques of MPEG-4 compression. Middle management and executives will enjoy and gain from this

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presentation. Participants will appreciate the friendly format that does not overwhelm them with excessive in-depth technical minutia. It will also be of great benefit as a primer to technical personnel who are already familiar with baseband video and the older MPEG-2 technology.”

### **About MICAN Communications**

MICAN is a privately held broadband communications systems integrator and professional services business based in Toronto. Serving Canada’s advanced users of video; they specialize in the design, engineer, and implementation of a variety of technical facilities used by broadcasters, cablecasters, telecommunications carriers, post-production facilities, and corporate and industrial communications.

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