Sorenson Media Milestones

2007 Sorenson Media Sorenson Spark is the Sorenson Media Sorenson Media makes **Apple Computer** first codec included in **launches Sorenson** launches the its first foray into the licenses the Sorenson Macromedia (now world of user-generated 360 Video Delivery industry-Video 1 (SV1) codec for Adobe) FLASH, enabling video content with the Network, enabling transforming Sorenson Media inclusion in the Apple developers for the first **VP-100** introduction of users to quickly releases Sorenson QuickTime video player Sorenson Media is time to easily combine videophone along Sorenson Squish Web publish the highest Squeeze 4. establishing a new and 2002 **Sorenson Media creates** founded with the name Sorenson Spark is Sorenson Media 201 application and quality video on video elements with with the Sorenson higher standard for video the first version of the industry's launches version Sorenson Vision, Inc. to their Web sites at an FLASH animation. Squishnet Website video Video Relay Service quality on the Internet. Sorenson Squeeze for most ubiquitous two of the address the market (VRS), which hosting and editing tool. affordable price. The Sorenson FLASH, allowing video decoder. Sorenson 360 demand for effective and improve Spark codec is exclusively enabling Video Delivery developers to adjust reliable video Sorenson Vision communications selected as the encoding options to the playback of Network, built compression tools to re-launched as between the deaf codec used in maximize the flexibility hundreds of millions for the Enterprise enable the dissemination Sorenson Media. and hearing worlds. YouTube. and quality of FLASH of videos over Marketplace. of streaming video content creation. the Internet. video content 2010 1995 SV1 codec receives Sorenson Sorenson Media 2002 wide exposure with the **Communications is** releases Sorenson Sorenson Media releases

release of the first Star Wars Episode I: Phantom Menace teaser movie trailer in November 1998, and the second Phantom Menace teaser movie trailer in March 1999, both of which utilized the SV1 product.

First Sorenson "codec" (compression and decompression tool) unveiled at a developer's preview at MacWorld.

1998-1999

Squeeze 3.

Sorenson Media creates the first version of its pioneering flagship Sorenson Squeeze product, whose ease of use and cost-effectiveness makes it the first video compression application appropriate for novice as well as professional users eliminating the need to master the intricacies of video encoding

2001

Sorenson Media joins forces with D-Link to develop the DVC-1000 i2eye videophone, the first low-cost, high-quality 2003 videophones available for the mass market.

Sorenson Media introduces the first VRS videobooths throughout the U.S. The industrybest quality of Sorenson Media technology products and VRS services allows the company to quickly establish and maintain dominance in the VRS marketplace.

spun out of Sorenson Media in the largest private equity deal in Utah history and one of the year's largest U.S. private equity deals.

for embedded chipset 2008 companies and digital device manufacturers. Sorenson Media

releases Sorenson

Squeeze 5.

the Sorenson Spark

Software Developers Kit

The Sorenson Spark decoder is licensed by Verizon, Sony and Ingenient, among others, to enable video playback on portable electronic devices.

Sorenson Media releases Sorenson Squeeze 6, creating the first total workflow solution for encoding and publishing.

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