

Web Note

Lars Liljeryd ranks as # 8 of Sweden's most influential IT brains

Newspapers "Ny Teknik" and "Dagens Industri" rank innovative personalities in the IT sector

Stockholm, Sweden, June 2005 — Lars "Stockis" Liljeryd, Founder and Chief Scientist of Coding Technologies, has been nominated for Sweden's "IT Throne", the yearly ranking of the 50 most influential Swedish personalities in information technology and telecom. Conducted by Sweden's biggest technical newspaper "Ny Teknik", the ranking places Liljeryd as number eight amongst names such as Ericsson's CEO Carl Hendrik Svanberg, Skype inventor Niklas Zennstroem and the IT-minister Ulrica Messing. From year 2000 to 2003, Sweden has consecutively scored as the number one IT-country in the world, according to IDC World Times Information Society Index (ISI).

"I'm very flattered and proud of this recognition, which of course would not have been possible without the great skills and hard work of my company colleagues", Liljeryd said. "The nomination reinforces my firm attitude that innovative thinking and persistence pays off, and that our technologies are on the road to success."

Liljeryd, 54, is a habitual entrepreneur, inventor, audio engineer and musician. He lives onboard his yacht in central Stockholm. Liljeryd invented Spectral Band Replication in 1997 and inaugurated Parametric Stereo in 1999. His previous inventions are in the field of laser interferometry, professional audio and deep-sea diving communications.

The Top Ten of Sweden's 50 most influential individuals in information technology and telecom are:

1. Niklas Zennström, inventor of Skype
2. Carl-Henric Svanberg, CEO Ericsson
3. Ulrica Messing, IT Minister
4. Marie Ehrling, CEO Telia-Sonera Sweden

5. Eva-Lotta Löwstedt-Lundell, Manager of IT purchasing for the State Administration
6. Håkan Ericsson, R&D Manager at Ericsson
7. Marianne Treschow, General Director at the National Post and Telecom Agency
8. Lars Liljeryd, "'The Golden Ear'. His company, Coding Technologies, is getting into mobile phones and music players all over the world. The technologies enable the market for music over mobile networks by squeezing better sound into less megabyte." (Quote Ny Teknik, Maktspécial May 5, 2005, <http://www.nyteknik.se/art/40865>)
9. Rasmus Fleischer, Piratbyrå (pro file sharing organisation)
10. Ylva Hambræus Björling, chairwoman of the governments IT policy strategy group.

Coding Technologies

Coding Technologies provides the best audio compression for mobile, broadcasting, and Internet. SBR™ (Spectral Band Replication) from Coding Technologies is a backward and forward compatible method to enhance the efficiency of any audio codec; putting the "PRO" in mp3PRO and the "Plus" in aacPlus. Parametric Stereo from Coding Technologies and Philips again significantly increases the efficiency of audio codecs for stereo signals at low bit rates. Products from Coding Technologies are fundamental enablers of open standards such as MPEG, Digital Radio Mondiale, HD Radio, and the DVD Forum.

Coding Technologies is a privately held company with offices in Sweden, Germany, and Silicon Valley. Founded in 1997 in Stockholm, the company later merged with a spin-off of the renowned Fraunhofer Institute in Germany, the inventor of MP3. Coding Technologies' customers include America Online, iBiquity Digital, mmO2, Nokia, RealNetworks, SK Telecom, Thomson, Texas Instruments, Vodafone, and XM Satellite Radio.

For more information, visit www.codingtechnologies.com.

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