



## RealAudio 10

The introduction of RealAudio® 10 significantly advances the spectrum of digital audio by combining the widely distributed and popular RealAudio format, the standards-based AAC codec, and wholly new inventions in the areas of lossless and multichannel encoding. RealAudio 10 has been designed to dramatically enhance the quality and distribution paths of the digital music audio experience from narrowband to broadband, from streaming to download, and from the PC to a wide array of mobile, portable, and home devices.

RealAudio 10 incorporates the standards-based and widely used MPEG-4 AAC codec at bitrates over 128 kbps. This enables the highest quality listening experience for consumer music services, as well as easy transfer and playback compatibility to the extensive range of portable and mobile devices that support AAC. RealAudio 10 incorporates the RealAudio codec for bitrates less than 128 kbps and is renowned for delivering near CD audio quality at 64 kbps.

Also new to RealAudio 10 are the RealAudio Lossless and RealAudio Multichannel codecs. RealAudio Lossless provides perfect fidelity reproduction of audio at less than half the size of the original file. This breakthrough lossless codec is ideal for professional and archiving services, as well as for those music enthusiasts and audiophiles who demand the ultimate fidelity. Finally, RealAudio Multichannel provides a true multichannel surround-sound experience, which is ideal for home theater and multichannel entertainment systems.

### Enabling Digital Audio Beyond the PC

Since the introduction of RealAudio, the world has delivered billions of hours of live, on-demand, and downloadable content using RealAudio. As the portable, mobile, and devices markets grow, content providers are aspiring to reach these new markets through the use of the highest quality, widest reaching technology.

#### RealAudio 10 provides this solution:

- AAC codec support at bitrates over 128 kbs means that music encoded can reach the many devices that support AAC, thus ensuring that content encoded can be played back anywhere-on and off the PC
- At any bitrate tested, AAC audio is significantly better than MP3,<sup>1</sup> and AAC at 96 kbps even beats MP3 at 128 kbps.<sup>2</sup>
- RealAudio 10 has the world's best low and midband quality. RealAudio 10, at these bitrates, is backwards compatible with all RealAudio 8 decoders, enabling the widest possible reach across millions of users and the last three generations of the RealPlayer.®

### RealAudio Lossless-Perfect CD Quality

- Flawless reproduction of audio at less than half the size of the original audio file
- Ideal for music enthusiasts and audiophiles who want to maximize sound quality on their PC
- Enables Archiving of the highest quality collections of digital music, and distribution of those files at the lowest possible bitrate

## RealAudio Multichannel-A True Surround Sound Experience

- Enables more than two discrete channels, including the commonly configured 5 or 6 channel (5.1 channel audio)
- Delivers full surround sound experience: left, right, left-surround, right-surround, front-center, and low frequency sub-woofer
- Ideal for the home video enthusiast and enhanced entertainment platforms

## Widespread Support for RealAudio 10 Across the Digital Media Industry

Audio quality is only as good and useful as flexible business models and proven technology to create and confidently deliver the experience to end-users. RealAudio 10 is fully supported by the RealProducer®, Helix™ DRM, and Helix Universal Server product lines.

Content created in RealAudio 10 is of course playable in the new RealPlayer 10. However, older versions of the RealPlayer also support RealAudio 10 through automatic Auto-Update mechanisms. Content providers can rest assured that their content can be played back both on and off the PC.

RealAudio 10 is supported across a range of solutions that deliver on the needs of content creators, broadcasters, infrastructure providers, consumer electronics manufacturers, middleware providers, and chip providers.

### RealAudio 10 is supported by the following:

- Content creation tools-both hardware and software based
- Encoding service and infrastructure providers many of whom are immediately equipped to support RealAudio 10 today
- Systems integration, creative, and professional services
- Chip/DSP/Semiconductor manufacturers

In concert with Helix DRM 10, RealAudio 10 is the ideal codec to use for the delivery of secure download products and services.

## Contact Real Today

For more information, please contact Real at [www.realnworks.com](http://www.realnworks.com). To speak to a sales representative call **1-800-444-8011**

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1. Scheirer, Eric, and Kim, Sang-Wook, and Dietz, Martin, *MPEG-4 Audio Verification Test Results: Audio on Internet*, 4 (1998)

2. Soulodre, Gilbert, and Grusec, Theodore, and Lavoie, Michel, and Thibault, Louis, *Subjective Evaluation of State-of-the-Art 2-Channel Audio Codecs*, 10, 18.

