

FOR RELEASE

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CEA ANNOUNCES REVISED DIGITAL AUDIOBOOK REQUIREMENTS Audiobook Product Marks Helpful for Consumers

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The Consumer Electronics Association's (CEA[®]) Mobile Electronics Committee announces the publication of CEA-2003-C, Digital Audiobook File Format and Player Requirements. This revision of the standard provides better navigation and book marking capabilities for audiobooks. The standard also provides publishers, software developers, content providers and hardware manufacturers with requirements for data structure, usability, delivery systems and media player compatibility.

There are two product marks for audiobooks, one of which can be found on compliant media and its companion logo can be found on compatible players. This pair of logos indicates to a consumer that an Audiobook has the features described in the standard and that the player is capable of using those features.

Brian Markwalter, CEA vice president of technology and standards said, "The work that the Mobile Electronics Committee has done on audiobooks is an example of how the content community and consumer electronics manufacturers can come together to make the consumer experience better."

"Implementation of CEA-2003-C and the corresponding product mark program ensures that the 27 million Americans who listen to audiobooks will be provided the most enjoyable listening experience," said Kelly Gosh, CEA Mobile Electronics Working Group co-chair and information systems manager at Brilliance Audio Inc.

The Audiobooks Working Group will be holding a meeting of Audiobook publishers and device manufacturers at CES. The meeting is scheduled for Tuesday, January 9, 2007 at 10 a.m. For more information about the meeting or to RSVP, please contact Anji Cornette, CEA Mobile Electronics Working Group co-chair and division director at The Cutting Corporation at acornette@graphicaudio.net.

The Mobile Electronics Committee is co-chaired by Jim Tranchina, vice president of engineering, Audiovox Corp. and Jack DeBiasio, OEM project manager, Scosche Industries Inc. Participation in CEA Standards activities is open to companies and organizations with direct and material interest. CEA membership is not required to participate. For more information about the

Mobile Electronics Committee or its working groups, please contact Megan Hayes at mhayes@CE.org.

CEA leads technology manufacturers in fostering CE industry growth by developing industry standards and technical specifications that enable new products to come to market and encourage interoperability with existing devices. CEA maintains an unmatched reputation as a credible and flexible standards making body and has earned ANSI accreditation. Through more than 70 committees, subcommittees, and working groups, the CEA Technology and Standards program provides a unique and efficient forum where technical professionals throughout the industry develop a unified technology roadmap and address technical issues critical to CE industry growth. Are you part of the process? For information about CEA Technology and Standards, visit www.CE.org/standards.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry through technology policy, events, research, promotion and the fostering of business and strategic relationships. CEA represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, digital imaging, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$125 billion in annual sales. CEA's resources are available online at www.CE.org, the definitive source for information about the consumer electronics industry.

CEA also sponsors and manages the International CES - Defining Tomorrow's Technology. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.

Related attachments:

[Revised Digital Audiobook Requirements](#)