

SanDisk Signs Licensing Agreement to Support DivX Format Video

DivX, Inc. and SanDisk Corporation today announced a licensing agreement allowing SanDisk to include DivX technology in SanDisk's Sansa line of video-enabled products.

As a result of the partnership, future SanDisk video products can now include interoperability with the DivX Stage6 video website. This partnership is designed to provide SanDisk consumers with seamless access to the growing library of professional and user-generated video content available today in the popular DivX format.

"This partnership aims to allow our customers to take full advantage of innovative video features and content found only through DivX," said Daniel Schreiber, Senior Vice-President and General Manager for SanDisk's Audio Video Business Unit.

"Our agreement with SanDisk brings together pioneering consumer electronics with DivX's expertise for digital video," said Kevin Hell, President of DivX, Inc. "Adding DivX to the Sansa product line's arsenal of features will provide cutting-edge media capabilities to consumers, and strengthen the common media language we're building through the open DivX ecosystem."

Products that bear the DivX Certified logo have undergone a rigorous testing program to ensure a high-quality DivX media experience, including reliable video playback, interoperability with other DivX Certified devices and the visual quality users expect from DivX.

SanDisk expects to announce plans later this year for DivX support in its product lines.

Source: SanDisk

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