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|  | Moving Picture, Audio and Data Coding by Artificial Intelligencewww.mpai.community |

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| **N456** | 2021/11/24 |
| **Source** | 14th MPAI General Assembly (MPAI-14) |
| **Title** | 10 reasons to join MPAI |
| **Target** | MPAI Community |

1. *Standards accelerate* technology *exploitation* into products.
2. *Artificial Intelligence* has the highest potential to yield high-performance solutions to *data coding*.
3. MPEG has shown that *standards* should be developed by applying *technology across the board* and MPAI is the *only standards organisation* doing so for AI-based data coding.
4. MPEG has shown that industry is well served by increasing *accessibility to* *standards* and MPAI makes available *Framework Licences* to accelerate access to its standards.
5. *MPAI has solid foundations*: with its experience and rigorous standards-development process.
6. *MPAI addresses high-profile data coding* areas: AI framework, audio enhancement, human-machine conversation, prediction of company performance, video coding, online gaming, autonomous vehicles and more.
7. *MPAI is productive*: in 15 months it has developed 4 standards (governance, human-machine conversation, company performance prediction and AI Framework), by end of year it will complete another standard (audio enhancement) and has 7 more standards in the pipeline.
8. *MPAI standards are viral*: products conforming to MPAI standards are already present on the market.
9. MPAI develops methods to assess the level of *conformance and reliability of standard implementations*, including methods ensuring that implementations are bias-free.
10. MPAI *plans on establishing the MPAI Store*, a not-for-profit commercial organisation with the task to test implementations for security and conformance, and verify they are bias-free.

**Join the fun, build the future!**