



## Media Excel's Multiscreen Transcoding Solution Chosen by the Three Largest South Korean Telcos

*HERO Platform Enables Reliable, Quality Live and VoD Streaming Experience for South Korean Telcos' 20 Million Subscribers*

AUSTIN, TEXAS (Business Wire) October 10, 2012 - Media Excel, an innovator of [adaptive bitrate, multi-device transcoding for multiscreen video delivery](#), sweeps the South Korean Telco industry by winning the large-scale multiscreen transcoding projects of the three largest Telcos in South Korea. Combined, SK Telecom, Korea Telecom, and LGU+ serve more than 20 million paid subscribers, compared to more than 18 million paid subscribers for Media Excel's US customers.

The three Korean operators utilize Media Excel's HERO platform to prepare, package and deliver more than 120 HD live channels over wired and 4G/LTE-wireless networks to all connected devices, ranging from smartphones and tablets to PCs and connected TVs.

Over the last nine months, SK Telecom, Korea Telecom and LGU+ individually performed extensive evaluation tests comparing solutions from all major encoding vendors. Each chose Media Excel's HERO multi-screen encoding solution based on its reliability, scalability and extensive feature set.

"Given the coverage, depth and duration of the evaluations, these wins are a major endorsement of the HERO product line, as well as a testament to the responsiveness and commitment for which Media Excel's Team has been recognized," commented John Hotchkiss, COO, Media Excel. "Operators looking for a highly-available, large-scale, multiscreen transcoding solution appreciate the way HERO's management system (HMS) assumes control, alleviating the complexity of their customers' SLAs and the associated OPEX."

### **About Media Excel, Inc.**

Media Excel defines the adaptive bitrate, multi-device transcoding standard for multiscreen video delivery. The company's hybrid approach of using software and hardware transcoding solutions power more than 18 million live mobile/tablet TV viewers daily in the US alone. Across the head-end, cloud, or edge video distribution, the company's solutions are used in a variety of markets including broadcast, government, telecom, MSO and CDNs. Founded in early 2000, the company continuously innovates services and offerings for large-scale mobile carrier customers such as AT&T, Sprint, T-Mobile, and Verizon, to high-profile event-driven organizations such as Telstra Australia, NFL, NBA, and the Olympic Games. Media Excel is headquartered in Austin, Texas with offices in Seoul and Silicon Valley. For more information about HERO, please visit the [HERO product page](#). For more information about Media Excel, please visit [www.mediaexcel.com](http://www.mediaexcel.com). To contact Media Excel, email [pr@mediaexcel.com](mailto:pr@mediaexcel.com).