



MEDIA EXCEL's video compression solution for WebTV and "Over the Top" Video enables dynamic bandwidth optimization with network adaptive video output and great savings through a low-power, scalable video transcoding product line.

Friday, February 12th, 2010

Austin, Texas – February 12th, 2010 – [Media Excel](#) Inc., the world's leading provider of next-generation transcoding solutions for [Mobile TV](#) & [WebTV](#), today announced that it is expanding its [HERA4000](#) product line by offering the most advanced suite of WebTV technologies designed for Operators, Web Portals and Media Content owners that plan to broadcast "Over the Top" live TV or Video on Demand content to multiple TV, PC, notebook and tablet devices through multiple networks.

The new features include full interoperability with the leading streaming technologies for WebTV such as HTTP adaptive streaming, content and pipe based encryption, Standard and High Definition outputs, compatibility with all types of devices that can receive IP streams and simultaneous transmission over multiple networks, including Cable, Copper, Optical, 3G/4G, Wimax or Wi-Fi. The new WebTV features are seamlessly incorporated in Media Excel's HERA4000 transcoding product line as an integrated set, on top of a large variety of Mobile TV outputs that are offered concurrently within the same solution. The new set of features and outputs will take advantage of the advanced algorithmic and management software suite that has made Media Excel the preferred solution for the world's most high-profile Mobile TV and WebTV deployments.

Nikos Kyriopoulos, Product Director at Media Excel said, *"We are responding to our customer requirements for an integrated video solution that addresses the needs of Mobile TV and WebTV markets for multiple screens and networks, all out of one appliance. We expect the launch of new smartphones and tablet products to accelerate the need for "Over The Top" and Mobile video services as an integrated offering. Media Excel customers can effectively accommodate multiple delivery mechanisms with the maximum encoding density and without the need for an additional relay/proxy appliance."*

Media Excel's high-density, high quality video compression product line is based on Texas Instruments' DaVinci chipset, providing a low power, high density solution with world-class video quality. Media Excel current customers include the world's largest live Mobile TV and WebTV networks, providing a multitude of low to high video resolutions out of one box. Media Excel's solutions are addressing the growing Mobile TV, WebTV and IPTV markets and the expanding needs of telcos, wireless operators, cable and satellite operators in their pursuit to offer cost-effective network video solutions for multiple screens while reducing energy consumption.

"We are very excited to see MEDIA EXCEL, a strategic collaborator in our video ecosystem, utilizing the full capacity and performance of our scalable, low power, DaVinci solutions," said Ramesh Kumar, business manager of TI's multicore and media infrastructure business. "The combination of TI's high performance, power efficient devices and Media Excel's high quality video compression products effectively addresses our customers' growing need for Over the Top Video for Wireless, Cable, Satellite and Telco Operators who require scalable, flexible, low power video transcoders for Mobile TV and WebTV."

Collaboration to deliver new low-power, scalable network video transcoding solutions based on TI's multi-core DSPs



Media Excel is at the Mobile World Congress February 15th – 18th in Barcelona, Spain. Meetings accepted by appointment only. Contact sales@mediaexcel.com

About Media Excel, Inc.

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media, recipient of the Frost & Sullivan 2008 Award for Product Innovation. Its scalable, low power product line is enabling any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, Cable, Satellite, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000. To contact Media Excel, write to sales@mediaexcel.com or visit <http://www.mediaexcel.com>.