



## **MobiTV Selects Media Excel for iPhone Live Sports Applications**

Friday, October 9<sup>th</sup>, 2009

Austin, TX - MobiTV has selected Media Excel's Hera 4000 mobile TV transcoder appliance for live sporting events delivered to the iPhone.

The adoption of the Hera 4000, the latest and greatest in Media Excel's line of video appliances, broadens the multi-year partnership between the two companies. For the past two years MobiTV has used Media Excel's HERA video transcoding appliances for MobiTV's live programming delivering live mobile TV over 3G for multiple carriers and millions of subscribers.

Paul Scanlan, President of MobiTV said, "We are very pleased with Media Excel, they have been a great partner for the last few years and our relationship is now strengthening further."

MobiTV has launched 3 new live sports applications on the iPhone, with major media brands over the past 45 days. The applications all achieved "Top 10" status in the Sports Category of the App Store.

The HERA 4000 is applicable for high-density, mission critical video broadcasting environments that demand best of class video quality and high availability to any mobile device, including the iPhone.

An industry 1<sup>st</sup> in delivering live TV to the iPhone, from the 1<sup>st</sup> release of iPhone support, the segment server has been integrated within the Hera 4000. Thus lowering capital expenses by reducing the additional hardware requirement of a separate segment server. Further, the density which the Hera 4000 delivers is 2x more than competing solutions and is capable of mixed 3G and iPhone outputs from the same appliance.

As the first encoder/transcoder to use a digital media processor based on DaVinci™ technology from Texas Instruments Incorporated, the HERA 4000 introduces a new platform for content creators that need to simultaneously distribute high-resolution video over broadcast, web, and mobile networks in an efficient, cost-effective manner. Specifically designed for scalable digital video encoding and transcoding operations, DaVinci™ technology is the latest generation of a real-time signal processing-based solution that offers the stability, energy savings and scalability of a hardware solution. And through remote firmware upgrade functionality, DaVinci™ technology delivers the flexibility of a software-based solution to accommodate new features and quality enhancements and accelerate innovation.

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DaVinci™ technology is a registered trademark of Texas Instruments.



**About MobiTV** **MobiTV** (<http://www.mobitv.com>), the first to bring live TV to mobile devices, draws on its proven knowledge to continuously anticipate, develop and deliver a compelling mobile-media experience to more than seven million subscribers worldwide. MobiTV is shaping the mobile-media landscape with a passion for delivering a compelling consumer experience. For more information about MobiTV managed end-to-end services, as well as hosted content-delivery technology and solutions, please visit: <http://www.mobitv.com/technology>.

**About Media Excel, Inc.**

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media. Recipient of Frost & Sullivan 2008 Award for Product Innovation. Enabling any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, 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](mailto:sales@mediaexcel.com) or visit <http://www.mediaexcel.com>.