



TELSTRA SELECTS MEDIA EXCEL'S HERA 4000 FOR MOBILE TV DISTRIBUTION

Media Excel to Enable High-Quality Mobile Video Channels for Telstra; Live Streaming to Mobile Devices

Friday, September 11th, 2009

AMSTERDAM – Media Excel, a leading provider of transcoding technologies for the mobile TV, IPTV and digital media industries, today announced that it has been selected by Telstra of Australia to provide the company with a platform for high-quality mobile video distribution. Media Excel's award-winning HERA 4000 video encoding and transcoding product will be deployed by Telstra to offer customers a superior TV experience on mobile devices. Telstra is Australia's market leader for 3G wireless services, with 6.3 million 3G services.

The deal was announced today at IBC 2009 in Amsterdam.

Telstra has offered Mobile TV services since September 2005, and is now upgrading its service delivery platform to allow for higher-quality video streams to subscriber handsets. Media Excel offers a flexible solution for Telstra mobile customers, enabling more efficient methods of scaling mobile video streams. The HERA 4000 solution offers an advantage over other market solutions by integrating the video segmenting feature within the appliance. This feature eliminates the cost of a separate segmenting server and in case of network overload scenarios, a redundant segmenting server. The HERA 4000 also offers features such as encryption, playlist automation and multi-rate support for select mobile services.

“Since launching streaming video on mobile phones, Telstra has differentiated itself by having content our customers really value, like Mobile FOXTEL,” Ross Fielding, Executive Director, Telstra Product Management, said. “As the popularity of mobile TV services increase with our customers, we are now improving the experience for them by offering higher-quality video through an encoding solution that is very scalable, future-proof, and offers higher bit-rates. We are able to do this because of the investment we have made in our HSPA 850MHz network, the Next G network, which is Australia's largest and fastest mobile cellular network,” Mr. Fielding said.

The HERA 4000 is a single-rack unit solution with a web based configuration and high availability fail-over management system that is ideal for broadcasters and cable operators, web



video aggregators, content delivery networks, and media content production firms, as well as telecom operators.

“We have developed an evolutionary platform for mobile video that is built with telco-grade features, and can efficiently provide value for operators. Telstra’s reputation for innovation is well-known, and they have architected a solution that leverages all of the capabilities of the HERA 4000,” said Thanasis Iatrou, CEO of Media Excel. “The Telstra Mobile FOXTEL video solution is a premier mobile TV offering, and we are pleased to collaborate on a true next-generation offering from one of the world’s leading telecom firms.”

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.

The HERA 4000 enables broadcast, cable, satellite, telco, and web video firms to rapidly encode, transcode, and distribute professional, broadcast-quality video to any device including Apple’s iPhone over any network. Leveraging Media Excel’s patented-pending encoding techniques, the HERA 4000 delivers improved head-end density per channel for operators, lowering the Total-Cost-of-Ownership significantly through savings in rackspace, power consumption, management and failover against software-based X-86 solutions. With its ability to integrate multiple input formats than currently available in the market, the HERA 4000 also delivers greater flexibility. HERA 4000 supports ingest forms of MPEG-2 or H.264 over IP or ASI, and up to 8 channels SDI in a 1U appliance delivering the most dense and widest range of ingest available in the market. This ability to ingest H.264 over IP offers increased value to operators with an IPTV head-end, allowing them to easily deliver their content to a broader audience.

DaVinci™ technology is a registered trademark of Texas Instruments.



About Telstra Corporation

Telstra is Australia's leading telecommunications and information service company, with one of the best known brands in the country. Telstra offers a full range of services and competes in all telecommunications markets throughout Australia, providing more than 9 million Australian fixed line and 10.2 million mobile services, including 6.3 million 3G services.

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 or visit <http://www.mediaexcel.com>.