



Media Excel HERA 4000 Enables Live Streaming for iPhone

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Austin, TX – Media Excel Inc., the world’s leading provider of next-generation transcoding solutions for MobileTV, WebTV & IPTV, today introduced general availability of iPhone live streaming support for its award-winning HERA 4000 encoder/transcoder product line. This powerful enhancement is released after a round of successful trials with select mobile operators around the world and enables seamless, high quality live video delivery to the iPhone via a streaming server (RTSP) or through a web server (HTTP).

“iPhone enables an exciting set of features for live video delivery and HERA 4000 allows operators and content aggregators alike to take full advantage of those immediately”, said Nikos Kyriopoulos, Product Manager. “HERA 4000 is the first solution to intrinsically support iPhone’s streaming protocol including segmentation, encryption and network rate adaptation”.

HERA 4000 utilizes Media Excel’s hardware transcoding solution running on digital media processors based on DaVinci™ technology from Texas Instruments to deliver high quality and dense transcoding services to the full spectrum of media-capable consumer devices. The addition of the iPhone fills a void in the industry and enables operators to introduce exciting new products and services further increasing their reach.

HERA 4000 appliances are field-upgradeable and the new feature is available as a free upgrade to existing Hera 4000 customers. “This is a good example of how Media Excel continues to offer value after the sale,” said James Meeker, Director of Sales. “At a time when our competitors are looking for ways to increase fees, Media Excel is looking for ways to add value.” As time-to-market and instant gratification become increasingly important, Media Excel delivers an all-inclusive, high performance solution at industry’s lowest Total Cost of Ownership. This unique strategy delivers exceptional value to operators seeking to standardize on a single platform to serve all three screens.

Media Excel’s Live iPhone solution is available for demonstration during the upcoming NAB in Las Vegas, by appointment only.

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. Media Excel contact James Meeker, Director of Sales, at James@mediaexcel.com or visit <http://www.mediaexcel.com>