



TDC YouSee Selects Media Excel Encoders for Mobile TV Technology Refresh

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Austin, TX – Media Excel Inc., the world's only provider of next-generation transcoding solutions for MobileTV, WebTV & IPTV, announced today that its Hera 4000™ Mobile TV solutions have been selected by YouSee for its 3G Mobile TV technology refresh.

YouSee is the largest cable TV operator in Denmark providing Mobile TV services. Additionally YouSee provides analog and digital TV, high-speed broadband and services such as Web-TV, IPTV, VOD, music download, Webdisk and IP telephony to over 1 million subscribers across Denmark.

Media Excel's Hera 4000™ appliances are high density and network upgradeable to accommodate new feature and technology releases, providing customers the best Total Cost of Ownership industry - wide. This unique strategy allows Media Excel customers to enhance existing solutions with software upgrades, without need to purchase additional hardware.

"We are continually offering new and improved services to our subscribers. The Media Excel appliances were tested in our environment against other leading solutions and were found to be the best performer in terms of video quality, handset compatibility, ease with which to work and price/performance," said Jørgen Michaelsen, CTO at YouSee. "Overall Media Excel delivers excellent customer service and we are very pleased to have Media Excel as a partner in our service delivery."

The Hera 4000™ Mobile TV solution delivers up to 8 channels SDI encoding or 16 MPEG2 channels transcoding in real time in H.264, H.263 & MPEG4 within a single 1U appliance, compliant with 3G, DVB-H, DVB-SH, MediaFLO and live TV to the iPhone.

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>.