

Media Excel's HERO 4K HEVC Decoder powers high-profile UHD content delivery workflows globally

IBC 2017
MEDIA EXCEL BOOTH #14.P05

Amsterdam, September 15, 2017 — INSIGHT TV, the world's largest producer and broadcaster of adventure travel and extreme sports genres in true, unscripted 4K UHD, has signed a significant content distribution contract with SK Broadband and is utilizing Media Excel's HERO 4K HEVC Decoder product for this deployment.

SK Broadband, the Seoul-based telco and one of the largest broadband operators in Korea, now distributes INSIGHT TV's popular 4K UHD channel. INSIGHT TV UHD is available on B tv UHD, SK Broadband's IPTV platform and on OKSUSU, its OTT service. Hyung-hee Lee, CEO of SK Broadband, says, "As a major player in Korea's telecoms market, we are used to delivering state-of-the-art services to our subscribers. Our viewers expect UHD programming that reflects their interests and aspirations and INSIGHT TV brings new exciting international content and delivers on every level".

"A key aspect of INSIGHT TV's competitive advantage is the Quality of Experience—both for our content and distribution. We have been deploying Media Excel's HERO 4K Decoder for over a year now in several of our high profile services worldwide, and we are very pleased with its quality and reliability. For SK Broadband, we were also able to take advantage of HERO's standards conversion feature in order to deliver our live content to multiple sites and markets, seamlessly," says Rian Bester, CEO of INSIGHT TV.

Media Excel's HERO 4K Decoder was introduced 18 months ago at NAB 2016, and since then, it has been deployed in high profile events and 24x7 UHD services for telcos and satellite operators worldwide. Its unique features includes: HEVC Main 10 4:2:2 decoding for up to 120Mbps, proven compatibility with HEVC/AVC bitstreams from all major UHD encoder vendors, ad signaling, closed captioning, HDR-10 & HLG, frame rate up/down conversion, full-HD down-conversion and multi-track audio with Dolby Digital. Furthermore, the product's versatility enables ingest from IP/GigE, DVB-ASI as well as native playout/playlist. It can also be utilized as a quad channel FHD HEVC/AVC Decoder.

"At Media Excel, our most precious asset is our customers, and we strive to contribute to their success. We are delighted to see INSIGHT TV win yet another high-profile deployment, and we are pleased to be contributing to the quality, reliability, and richness of their offering. Our HERO 4K HEVC Decoder is a mature, versatile, and dependable product that our customers and partners entrust with their most valuable content and services," shares Nikos Kyriopoulos, Product Director of Media Excel.

The latest release of HERO 4K Decoder has already been deployed with tier-1 telcos and satellite operators across the globe and will be showcased at IBC, in Media Excel's booth # 14.P05 along with UHD content from INSIGHT TV.

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About INSIGHT TV

INSIGHT TV has hundreds of hours of UHD content and commissions 200 hours of brand new content each year. INSIGHT TV reaches millions of homes in Europe, Eastern Europe, Asia, and the US. Committed to pushing the boundaries of linear and non-linear broadcasting INSIGHT's content stretches from Adventure Travel, Inspiring Science and Technology and Extreme sports, all shot in UHD. INSIGHT TV's range of programming demonstrates the best of Ultra HD, 4K and HDR. For more info, please visit www.insight.tv

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About Media Excel

Media Excel is the leading supplier of reliable software solutions for real-time multiscreen video delivery. Founded in 2000 and headquartered in Austin, Texas, the company has been the industry leader in the development of real-time video processing software to distribute video over IP networks. Solutions from Media Excel provide the reliability, scalability and performance required to deliver high quality video via appliance and cloud deployment models. Powering more than 350 million multiscreen subscribers worldwide, and with the #1 market share in multiscreen delivery for wireless carriers in North America, Media Excel assists Pay TV operators, content providers, broadcasters and telcos worldwide. To learn more, please visit www.mediaexcel.com.

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