



FOR IMMEDIATE RELEASE

NTT ELECTRONICS' 4K/UHD SOLUTION WILL BE DISPLAYED AT MEDIA EXCEL BOOTH AT IBC

NTT Electronics, September 5th , 2014 – NTT Electronics (NEL, www.ntt-electronics.com/en), a leading supplier of codec solutions, today announced that our most robust and reliable 4K contribution codec solution will be on display at the Media Excel, a leading supplier of OTT multiscreen transcoding solutions based in Texas, USA and a long standing technology partner of NEL, at IBC (International Broadcasting Convention) this year.

This joint display of an end-to-end 4K/UHD live workflow solution is designed to show how ultra-high quality contribution feeds can be produced and utilized not only by 4K live distribution but also by an OTT multiscreen distribution chain in real time, catering for 4K/UHD smart TVs down to QVGA resolution for mobile phones from a single source.

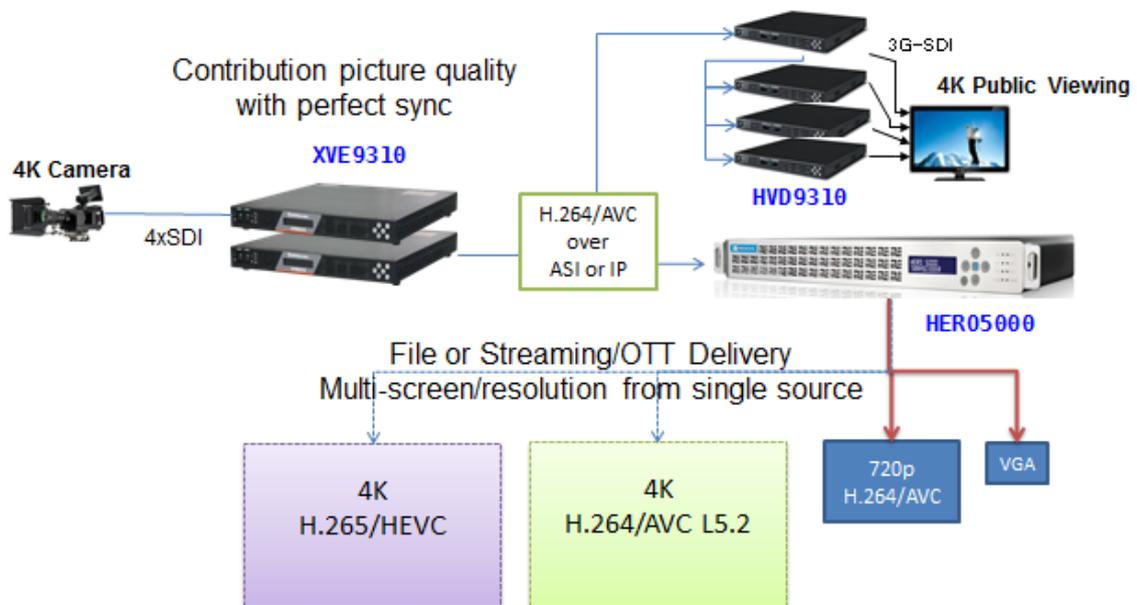
NEL's 4K/UHD/3D contribution solution has been deployed for many live events in Japan over the last three years and earned praises from our customers as the most practical and reliable approach for transmitting 4K live contribution feeds over satellite or fiber networks, using our state-of-the-art Full HD H.264/AVC multi-channel encoder XVE9310.

NEL's very unique design of handling quad HD signals made the most challenging part of 4K/UHD live transmission easy for camera crews to enable frame accurate synchronization. Additionally, OTT service providers can take advantage of Media Excel's state-of-the-art transcoder to convert feeds into any resolution/any format and offer their customers value-add services with the best quality picture available in the market.

“Media Excel has been partnering with NTT Electronics for multiple years and we are pleased to be able to deliver a truly scalable live streaming solution for 4K/UHD and below from a single source.” said *John Hotchkiss*, COO of Media Excel. “NEL's very innovative yet practical approach in bringing 4K image from the venue to the head-end enable us to take advantage of the full 4K resolution and provide our customers a seamless transcoding solution with the best quality ever offered in the industry.”

“We are very excited to be able to announce our partnership with Media Excel.” said *Hisashi Kasahara*, General Manager of the Digital Video & Systems Business Group of NTT Electronics. “Media Excel has a great reputation in the OTT industry and is known for their commitment to quality and reliability, values we share with great interest. I’m confident that the proposed solution will benefit not only the OTT industry but also broadcasters and IPTV operators who wish to maximize the opportunity to monetize their valuable content.”

Please do not take our word for it, see for yourself at Media Excel's stand at Hall **14.D27** as well as NEL’s own booth at Hall **2.C50**.



About NTT Electronics

NTT Electronics is a market leader in the fields of digital video, photonics and broadband networking. As a member of the NTT Group, one of the world's leading telecommunications companies, NTT Electronics develops and supplies LSI devices and equipment incorporating superior, state-of-the-art technology for video processing and communications. For more information about the NTT Electronics: <http://www.ntt-electronics.com/en/>



About Media Excel

Media Excel defines the adaptive transcoding standard for multiscreen video delivery. The company's leading transcoding solutions power more than 38 million live multiscreen TV viewers daily in the US alone. Across the head-end, cloud, or edge video distribution, the company's solutions are used in a variety of markets including broadcast, government, telecom, MSO, and CDN worldwide. For more information please visit: www.mediaexcel.com.