

## **Media Excel Introduces Real-Time HEVC Encoding/Transcoding Solutions at NAB 2014**

***Austin, Texas, April 1<sup>st</sup>, 2014***

**Media Excel** - defining the multiscreen transcoding standard - will introduce its real-time HEVC (H.265) encoder and transcoder at NAB in Las Vegas, April 7 - 10, 2014. HEVC is revolutionizing the industry for content gathering, point-to-point distribution and multiscreen services over the internet and wireless 3G/4G LTE networks. Media Excel's scalable and reliable encoding/transcoding solutions power more than 300 million OTT/multiscreen subscribers worldwide.

Demonstration highlights in Media Excel booth SU7824 include:

- Real-time HEVC encoder, decoder and transcoder, powered by HERO product lines (1RU)
- 4K/UHDTV HEVC encoding/transcoding solutions
- Real-time HEVC contribution encoder and decoder
- HERO VS (Virtualized Software) in the cloud for Live and VOD
- Integrations with leading industry partners (DRM, Ad-insertion, MPEG-DASH, LTE/eMBMS)
- Advanced features - native playout support (playlist, clipcasting) and enhanced preprocessing
- Fault-tolerant management system for 24x7 operations achieving five 9s proven reliability

"Media Excel has been advancing its real-time encoding/transcoding solutions over a decade, and we continue to lead in HEVC (H.265) real-time encoding/transcoding solutions for UHD TV applications" said John Hotchkiss, COO of Media Excel. "The market availability of end-to-end HEVC-based real-time solutions, powered by our HERO product lines, enables wireless and satellite operators/broadcasters to deliver exceptional video quality while doubling their channel capacity".

To schedule a meeting with Media Excel at NAB 2014 booth #SU7824, please contact [pr@mediaexcel.com](mailto:pr@mediaexcel.com)

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### **About Media Excel, Inc.**

Media Excel defines the adaptive bitrate, multi-device transcoding standard for multiscreen video delivery. The company's hybrid approach of using software and hardware transcoding solutions, powers 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. For more information please visit: [www.mediaexcel.com](http://www.mediaexcel.com).