



Media Excel Powers Enhanced Multiscreen Opportunities, 4K/UHD, and HEVC Solutions at IBC 2013

Austin, Texas, September 5, 2013

[Media Excel](#) (stand 14.150) will demonstrate the company's HERO multiscreen transcoding platform at IBC 2013, held at the RAI in Amsterdam, September 13-17. Media Excel's scalable transcoding solutions power more than 100 million OTT/multiscreen subscribers worldwide. A newly added benefit of the HERO platform to operators is its enhanced ad-insertion capabilities.

Media Excel will also demonstrate:

- Future-proof solutions, with 4K/UHD encoding/transcoding in HEVC/H.265
- 4G/LTE broadcast, with HERO's proven leadership in MPEG-DASH and eMBMS
- Centrally controlled scalability, where Live and VoD workflows are seamlessly managed across datacenter and cloud locations
- Contribution solutions, with high quality & low-latency encoding for point-to-point and point-to-multipoint distribution over IP and ASI networks, for newsgathering, content aggregation, teleport services, regional distribution, and more

HEVC Ultra High Definition Encoding/Transcoding

Media Excel's HEVC/4K UHD encoding/transcoding solutions — optimized for performance, cost, and power consumption — is based on the 4th generation Intel® Core® processor family with 10X the current “state-of-the-art” performance per rack unit with half the power consumption of competitive systems.

Transcoding Video Streams to Revenue Streams

Media Excel's HERO transcoder and its ecosystem partners have enabled diverse monetization workflows for subscription or ad-supported video delivery services worldwide. This 30-minute demonstration will take place at the Connected World pavilion Demonstration Area on Sunday, September 15 at 1:00 pm.

"The HERO platform's superior quality encoding and transcoding software, coupled with the 4th generation Intel performance, delivers the versatility, scalability, and flexibility that is required for HEVC/4K encoding/transcoding," said John Hotchkiss, COO at Media Excel. "With HERO's on-demand dynamic repurposing for live-to-live, live-to-file, and file-to-file transcoding, no other platform delivers the quality, ease of use, and management capabilities for reducing CAPEX and OPEX."

Live and VoD Transcoded Streams Reach Millions of Multiscreen Viewers

Media Excel's HERO OTT Multiscreen solutions power more than 100 million viewers globally.

Key clients include MobiTV and QuickPlay Media which deliver content to all tier-1 telcos in North America and serve more than 30 million paid subscribers. The National Football League (NFL) also uses HERO for multiscreen delivery through Verizon. SK Telecom, Korea Telecom, and LGU+ in South Korea are serving more than 20 million paid subscribers with large-scale multiscreen transcoding of hundreds of live HD channels. Live and VoD program transcoding for other notable clients includes the UK's Channel 4; and ethnic content OTT delivery across Europe, Middle East and Asia.

Unique Media Excel Advantages

Media Excel HERO video transcoding delivers a number of unique advantages for multiscreen TV, Internet TV, web TV, and mobile TV providers, including the highest quality multiscreen encoding of live and VoD events, datacenter and cloud solutions with seamless workflow management, proven uptime, and native MPEG-DASH support. Media Excel solutions are designed for broadcasters, telcos, and content aggregators for adaptive delivery of HLS, Smooth, Flash, and MPEG-DASH to consumer devices.

Media Excel will be exhibiting at IBC 2013 at the RAI in Amsterdam from September 13-17 on stand 14.150 in the Connected World pavilion.

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 18 million live mobile/tablet TV viewers daily in the US alone. Across the headend, Cloud, or edge video distribution, the company's solutions are used in a variety of markets including broadcast, government, telecom, MSO, and CDN. Founded in early

2000, the company continuously innovates services and offerings for large-scale mobile carrier customers such as AT&T, Sprint, T-Mobile, and Verizon, to high-profile event-driven organizations such as Telstra Australia, NFL, NBA, and the Olympic Games. Media Excel is headquartered in Austin, Texas with offices in Seoul and Silicon Valley. For more information about Media Excel, please visit www.mediaexcel.com.

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