



## **Media Excel to Demonstrate its Networked Encoding Software Running on Local Servers, Remote Servers, and The Cloud at TV Connect in London**

*Cost benefits of Cloud services for overflow and intermittent transcoding key to project profitability*

**Austin, Texas., March 18<sup>th</sup>, 2013 –**

At TV Connect 2013, the international trade show for broadcasters, telcos, content providers, and over-the-top (OTT) players, [Media Excel](#) — the worldwide innovator of adaptive bitrate, multi-device transcoding for multiscreen video delivery — will show how organization with video assets in multiple locations, that want to utilize the cost benefits of Cloud services, and that need to effectively monetize their assets for distribution to iPads, tablets, and other mobile devices will be able to efficiently manage transcoding functions from one central web-based control platform.

With adaptive bitrate streaming protocols—such as HLS, Smooth, and MPEG-DASH — combined with cloud transcoding and centralized management with a detailed API, Media Excel leverages its more than 12 years of transcoding expertise to bring practical solutions to meet organizations' operational and business goals.

"In an era when deadlines never coincide with available resources, Media Excel's Cloud-based transcoding service takes the pressure off of installed hardware resources with a pay-as-you-go service," said John Hotchkiss, COO of [Media Excel](#). "This service is also a great benefit to organizations with infrequent transcoding needs, as there is no capital expenditure — transcoding moves from CAPEX to OPEX. Plus, with our web-based centralized control platform to manage all transcoding functions, organizations can increase operational effectiveness throughout their enterprise."

TV Connect takes place at the Olympia Exhibition Centre in London, March 19-21. Media Excel will be co-exhibiting with Garland Partners in Stand 254. Free TV Connect exhibition event passes are available by signing up on the TV Connect website at [www.tvconnectevent.com](http://www.tvconnectevent.com).

### **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, Tex. with offices in Seoul and Silicon Valley. For more information about Media Excel, please visit.

For more information about Media Excel, please visit [www.mediaexcel.com](http://www.mediaexcel.com).