

Media Excel Announces HERO Contribution Encoder and Decoder

Leading edge HERO Series aimed specifically for point-to-point transmission of audio and video over ASI and IP networks

AUSTIN, TEXAS March 14th, 2013 - Media Excel — the worldwide innovator of adaptive bitrate, multi-device transcoding for multiscreen video delivery — today announced the release of its HERO Contribution Encoder (HERO 5000E) and Decoder (HERO 5000D). This extends the product line of the company's leading edge HERO 5000 Series and is aimed specifically for point-to-point transmission of audio and video over ASI and IP networks by broadcasters and cable companies.

HERO 5000E is a new field-upgradeable encoder platform that can deliver up to two independent channels in MPEG-2 or MPEG-4/AVC (H.264) from SD to HD and in 4:2:0 and 4:2:2. HERO 5000E relies on a fully redundant 1RU chassis and Media Excel's state-of-the-art video processing technologies to deliver highly available services for mission-critical, low-delay applications.



HERO's web-based management and configuration interface provides full control of operating parameters, while the front panel LCD and keypad enable quick access to pre-configured profiles. Forward error correction (FEC) Pro MPEG support enables delivery over unreliable transports, while HERO 5000E's exceptional encoding efficiency dramatically reduces bandwidth utilization, reducing the overall operating expenditure of contribution/distribution services considerably.

"HERO Encoder & Decoder products provide operators with the highest video quality across the delivery chain with extremely low-latency encoding at less than 100 milliseconds," said John Hotchkiss, COO of Media Excel. "With superior bandwidth efficiency, enhanced error resilience and recovery, plus an upgrade path to HEVC (aka, H.265) encoding in the future, the HERO 5000E Contribution Encoder delivers operational and business-case excellence not only today, but for tomorrow."

Despite the high-end feature-set and modular yet robust design, HERO Encoder and Decoder products remain very cost-effective and affordable, building upon Media Excel's 12-plus years of leadership in encoding/decoding technologies. Its software-based architecture and abundant processing capacity makes it field-upgradeable and future-proof.

For more information about the HERO 5000E Contribution Encoder and 5000D Decoder, please visit the HERO product page at www.mediaexcel.com/products/overview.



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.

For more information about Media Excel, please visit www.mediaexcel.com.