

## Media Excel Unveils Revolutionary DIVA Encoding Technology at NAB Show 2024

Austin, Texas – April 8th, 2024—Media Excel, headquartered in Austin, Texas, will showcase its groundbreaking artificial intelligence-based video encoding technology, DIVA, at the upcoming NAB Show, which will take place at the Las Vegas Convention Center from April 14th onwards.

DIVA (Dynamic Intelligent Video Adaptive) encoding's innovative approach maximizes encoding efficiency by analyzing optimal encoding settings for input videos, thereby optimizing codec performance to its fullest potential. Moreover, it conducts all analyses, identifications, and encodings in real-time. As a result, DIVA achieves unprecedented levels of video quality at the same bitrate and remarkable compression efficiency at equivalent quality levels.

One key advantage of Media Excel's DIVA encoding is its applicability to any video codec. This enables service providers to enhance content quality and achieve bitrate savings simply by replacing encoders or transcoders within their existing encoding service environments.

The demand in the encoding and transcoding market for high-quality video and efficient bandwidth utilization has evolved into a need for new codec developments and their adoption. However, frequent codec development and adoption cycles burden media service providers financially. Additionally, to achieve optimal encoding or maximize encoding, service providers have long endeavored through numerous trial and error attempts to find the best encoding settings. However, this alone proves challenging in maximizing encoding performance.

With the newly launched DIVA encoding feature from Media Excel, service providers can maximize existing codec performance without the cost burden of investing in new codecs, thereby resolving longstanding issues in the media service provider industry.

### Key Benefits:

- **Unparalleled Video Quality:** Provides superior visual excellence with better video quality at the same bitrate.
- **Exceptional Compression Efficiency:** Guarantees efficient bandwidth usage by delivering significantly reduced bitrate content without compromising quality.
- **Cost-effective Solution:** Extends the lifespan of current service chains and delays the financial impact of transitioning to new codecs.

- Seamless Integration: Smoothly implements this technology within existing infrastructures by simply replacing encoders or transcoders.

Experience the innovative Media Excel DIVA encoding at the NAB Show starting April 14th. To schedule a meeting with the Media Excel team and experience the demo showcasing the new technology, please contact us at the provided email address with your preferred time and date.

Contact: [info@mediaexcel.com](mailto:info@mediaexcel.com)

Website: [mediaexcel.com](http://mediaexcel.com)

#### About Media Excel:

Media Excel is a leading provider of customized video encoding and transcoding solutions, specializing in delivering high-quality, efficient, and cost-effective encoding technologies to media service providers worldwide. With a focus on innovation and customer satisfaction, Media Excel continues to revolutionize the video encoding landscape with cutting-edge solutions like DIVA encoding.