



## **Media Excel Achieves Record Revenue in 2010 With Their Multi-Screen Adaptive Bitrate Transcoding Solutions**

*Telcos, Aggregators and CDNs Accelerate Media Excel's Growth as Consumer Demand for "TV Everywhere" Takes Off*

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[Media Excel](#), the leading provider of live and file based encoding and adaptive bitrate transcoding for Mobile TV, Web TV and IPTV, today announced its impressive company and financial achievements for 2010. Media Excel achieved record revenue and continued a three-year trend of 70% annual revenue growth while remaining profitable.

"Our commitment and unique [embedded DSP software approach](#) for high-quality, high-capacity transcoding solutions has resulted in a series of key new wins, as well as substantial recurring revenue from current customers." said Media Excel's President, Jongil Kim. Media Excel has sales and support teams in the United States, Asia and Europe, and will expand its presence in each market through direct sales and key channel partners. The company grew its internal team by 35% last year and will continue to hire engineers and senior level executives.

In many ways, the advent of "adaptive multi-screen" and "TV Everywhere" initiatives are areas in which Media Excel has been waiting for the market to catch up. "Every product and software component we've conceived and brought to market since 2000 has been designed to solve today's challenges related to consumers' growing expectations for watching video everywhere - be it web, mobile or IPTV," said Kim.

As further evidence, Mr. Kim references a recent Cisco report stating that mobile video will increase 35-fold from 2010 to 2015. "Yesterday's transcoding architectures are not designed to adequately address the complexity related to the widespread video consumption across multiple screens and networks." said Kim. "Media Excel has been designing tomorrow's transcoding architecture for over a decade. We will continue to expand our lead in highly dense, scalable, low power transcoding solutions while dramatically increasing our adaptive bitrate capabilities to ensure QoS within the increasingly congested wired and wireless networks."

On the technology front, Media Excel continues to innovate at both the product and ecosystem level. HERA transcoders typically reduce rack footprint by more than 80% of equivalent x86-based solutions. "Most customers realize a 70% reduction in overall spatial and operating costs compared to x-86 solutions," said Nikos Kyriopoulos, Media Excel's product director. "Our embedded DSP software approach provides 4x more density, up to 400% less power consumption



and enhanced video quality while maintaining the flexibility of x-86 solutions.”

Further, the advanced architecture of HERA and its management system (HMS) provides service-level redundancy, rather than the limited appliance-level redundancy of competing products. This, along with the “Evergreen” suite of monitoring and reporting tools, aids operators in complying with increasingly stricter SLAs for high-profile deployments and premium services.

“HERA can double as a file or live transcoder for customers who need flexibility in their workflows,” said Kyriopoulos. “To meet dynamic demand spikes in encoding or transcoding, the combination of HERA and HMS allows instant reconfiguration between live or file-based transcoding on a scheduled or ad-hoc basis.”

Throughout 2010, Media Excel has been working closely with Alcatel and Orange for a series of key global Mobile TV deployments, while at the same time completed several ecosystem-wide integrations with strategic solution providers. The company now offers a wide variety of options for a secure and unified user experience across the full spectrum of playback devices, from iOS devices and Android handsets/tablets to Web TV and IPTV. Solutions partners include Adobe, Apple, BuyDRM, Microsoft, Verimatrix and Widevine.

In 2011, Media Excel is stepping up its lead by integrating Texas Instrument’s latest multi-core DSP. “This unmatched processing power, combined with Media Excel’s comprehensive software stack,” said Kim, “will redefine multi-channel HD adaptive delivery without sacrificing the number of output formats and profiles the market has come to expect from Media Excel.” Later in the year, Media Excel plans to introduce a new product line by partnering with ATCA system vendors. This extremely dense carrier-grade transcoding solution will target the emerging public and private cloud transcoding markets.

Media Excel is in the process of opening a Silicon Valley office, where most new hires will be based. “Having a team in Silicon Valley gets us closer to many of our customers and technology partners while providing an excellent opportunity to further establish our lead in the fast growing n-screen delivery ecosystem.” said Kim.

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

Media Excel is a leader in adaptive video encoding and transcoding market for Mobile, Web and IPTV. The HERA product line is based on DSPs and facilitates high-density broadcast-quality Live or File-based video transcoding on a unified platform. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000.

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