



**MEDIA EXCEL and TEXAS INSTRUMENTS collaborate to deliver new low-power, scalable network video transcoding solutions based on TI's multicore DSPs**

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Austin, TX - Media Excel Inc., the world's leading provider of next-generation transcoding solutions for MobileTV & WebTV, today announced that it is expanding its longstanding relationship with Texas Instruments (TI) and collaborating on a number of initiatives designed to bring high-density, scalable video over IP compression solution for network-based transcoding to market.

The collaboration will build on TI's expanding portfolio of next-generation multicore DSPs and Media Excel's expertise for designing high-density, high quality video compression solutions based on TI's DaVinci chipset. With its forthcoming new line of low power, high density solutions Media Excel will continue to target the growing MobileTV, WebTV and IPTV markets and address the expanding needs of telcos, wireless operators and cable and satellite operators in their pursuit to offer cost-effective network video solutions for multiple screens while reducing energy consumption.

*"We are very excited to include MEDIA EXCEL in our video ecosystem as a strategic collaborator,"* said Ramesh Kumar, business manager of TI's multicore and multimedia infrastructure business. *"TI offers a broad range of multicore devices and software that deliver the high performance, robust development environment, and power efficiencies that our customers require across a variety of end equipment. Working together with Media Excel's team we are now effectively addressing a growing need for the network: scalable, flexible, low power video transcoders for the "three screens."*

The new solutions will build upon Media Excel's successful "HERA4000" product line which is currently based on TI's single core DaVinci chipset, and will take advantage of the advanced algorithmic and management software suite that has made Media Excel the preferred solution for the world's largest MobileTV and WebTV broadcasters. TI's next generation of multicore DSPs will allow Media Excel to offer a high density solution for broadcasting a mix of multiple mobile, web and high definition channels, in 1RU and ATCA form factors. The solution will also address video compression needs for backhaul, core head-end and network edge video applications.

In announcing the collaboration, Media Excel's CEO, Thanasis Iatrou said: *"We are very excited to announce this extension of our relationship with TI today. Customers are seeking high density, low power, high flexibility video network solutions that address the three screen consumer markets in an affordable package, all managed centrally. Our new multicore solutions will address both Live and VoD services for the expanding needs of many operators and will introduce effective solutions to resolve the video traffic management issue in the wireless network"*.



**About Media Excel, Inc.**

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media, recipient of the Frost & Sullivan 2008 Award for Product Innovation. Its scalable, low power product line is enabling any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, Cable, Satellite, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000. To contact Media Excel, write to [sales@mediaexcel.com](mailto:sales@mediaexcel.com) or visit <http://www.mediaexcel.com>.