

# Member News

## *Media Excel Selected by MediaFLO Technologies as Third-Party Transcoder Provider*

Media Excel, a U.S. based provider of transcoding technologies for the mobile TV, IPTV and digital media industries and long-time member of the FLO Forum, has announced it has been selected by MediaFLO Technologies as a third-party encoder solution enabler with the HERA 4000.FLO transcoder product.

As part of Media Excel's HERA family of products, HERA 4000.FLO is a mobile TV transcoder targeted at broadcasters, content aggregators and service providers in the U.S. and beyond. The appliance offers both real-time and file transcoding of broadcast into mobile device formats, designed to support the array of different streams and mobile playback devices – each with different capabilities and characteristics – within the mobile TV market today. The HERA products feature an innovative software and hardware design that leverages a core set of sophisticated video processing capabilities designed to deliver a multi-format and robust feature set of digital IP video for multi-channel live broadcasting and on-demand applications.

The relationship between MediaFLO Technologies and Media Excel has been fostered through the FLO Forum, which was established to join business leaders involved in developing FLO-based networks, products and services of the highest quality for the wireless industry. Media Excel's CTO Jongil Kim sits on the FLO Forum's Board of Directors and through months of collaboration Media Excel has delivered a solution which is ideally positioned to complement the entire growing FLO ecosystem, from broadcasters through to service providers.

The HERA 4000.FLO will deliver 8x more headend density per channel for operators, lowering the total cost of ownership significantly through savings in rackspace, power consumption, management and failover. With its ability to integrate more formats than currently live in today's SDI matrix, the HERA 4000.FLO will also deliver greater flexibility. HERA 4000.FLO also supports ingest forms of MPEG-2 over IP or ASI, MPEG-4 Part 2 over IP and H.264 over IP, delivering the widest range of ingest available in the market. This ability to ingest H.264 over IP offers increased value to those operators with an IPTV headend, allowing them to easily deliver their content to a broader audience.

Media Excel's HERA 4000 products run on digital media processors based on DaVinci™ technology from Texas Instruments Incorporated. Specifically tuned for digital video end equipments, DaVinci technology is a real-time signal processing-based solution that includes integrated processors, software, tools and support to simplify and speed the design process and accelerate innovation.

The HERA product line is recognized for its superior real-time video transcoding capabilities, and is installed in major international telecom, broadcast/cable, and mobile aggregator networks, including MTV Networks and MobiTV.

DaVinci™ technology is a registered trademark of Texas Instruments.