

MTV NETWORKS SELECTS MEDIA EXCEL FOR VIDEO TRANSCODING; SINGLE PLATFORM AND UNMATCHED SPEED ENABLES RAPID DELIVERY OF CONTENT

Media Excel HERA 3200 Transcoding Hardware Solutions, Based on Texas Instruments DaVinci™ Platform, Provide Massively Scalable, 10 Times Faster-Than-Real-Time Delivery of Rich Content to Multiple Devices

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LAS VEGAS, NV – Media Excel, a leader in advanced real-time video solutions, today announced that MTV Networks, a division of Viacom Inc. (NYSE: VIA and VIA.B), has implemented the Media Excel HERA 3200 series of video transcoding products across several of its channels to enable high-quality, rapid, and more cost-effective delivery of video to any device – TV, PC, and mobile – over any network. MTV Networks is currently using HERA platform domestically, with plans to extend its use globally, for digital media transcoding of video content for any device over any network.

Media Excel's latest products employ the Texas Instruments DaVinci™ processor, which is a highly efficient platform for video encoding and transcoding.

MTV Networks is using the HERA platform to deliver up to 10 times faster-than-real-time video transcoding speeds, bi-directional inter-format standards conversion (from NTSC to PAL and PAL to NTSC), direct fibre channel interface and integration to the company's content management system (CMS).

"As MTV Networks revenue distribution channels demand more content, in real-time, to multiple devices, the demand increases accelerated production, distribution, and archive workflow. We have worked closely with MTV to ensure that our HERA 3200 suite meets the exacting specifications for their daily performance requirements," said Thanasis Iatrou, CEO of Media Excel. "Global brands which include MTV, Nickelodeon and COMEDY CENTRAL; MTV Networks' scale offers a challenge to media transcoding that we have met with our unique solutions. We enable delivery of content to more viewers with fewer cost and production issues."

"The exploding demand for video content across ever more delivery networks has necessitated a more efficient, and scalable video encoding and transcoding solution that we can deploy across all of our production centers," said MTV Networks' Tris Baer, VP of Application Development. "The Media Excel HERA 3200 transcoder has an unparalleled suite of features in a single appliance, delivering a solution that removes cost and complexities in encoding a variety of formats for delivery to a wide array of networks and devices."

The Media Excel HERA 3200 products, which offer multiple, simultaneous network output for encoding and transcoding, can convert any content for any device. The DaVinci-based version of the HERA family offers up to 15 times real-time file conversion and offering up to 70% lower total cost of ownership than x86/ software-based solutions.

About Media Excel, Inc.

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media. Recipient of Frost & Sullivan 2008 Award for Product Innovation. Enabling the any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000. Media Excel contact: sales@mediaexcel.com or visit www.mediaexcel.com.

EDITOR'S NOTE: If you would like a photo of Thanasis Iatrou, CEO of Media Excel, please contact Chris Pfaff at chris@chrispfafftechmedia.com or 201-218-0262