

Media Excel Collaborates with MobiTV to Deliver Enhanced Mobile Video Experience for Mobile TV Service Providers

Media Excel's Encoding and Transcoding Products used in MobiTV's Managed Network Platform to Offer Superior Video Quality Over All Networks and Devices

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LAS VEGAS, NV – Media Excel, a leader in advanced real-time video encoding and transcoding solutions for the Mobile TV industry, today announced that MobiTV, the leader in delivery of mobile content and services, has integrated Media Excel's video encoding and transcoding solutions into its end-to-end management network service platform to enable enhanced mobile video delivery for mobile TV service providers. The combined solution will enable greater flexibility for customers and provide a higher-quality video product for mobile consumers over a wide range of 3G, Broadband and Broadcast networks.

As cellular carriers deploy more video streams and content providers deliver greater amounts of video to consumers through advanced mobile TV solutions, the companies' combined efforts will provide enhanced content adaptation for video delivery to a wide range of mobile devices. The MobiTV® service currently has more than 3 million customers for its mobile video solutions through several carrier partners. The company offers carriers a hosted solution that provides an end-to-end managed network for content ingestion, encoding and optimized delivery over mobile and broadband networks.

Media Excel provides next-generation transcoding appliances that are used by large-scale video service providers, including MobiTV.

"We want to offer our customers the most advanced, cost-effective solutions for mobile video delivery today, over any network, and provide the next level of mobile television experience," said Kay Johansson, CTO, MobiTV. "Together with Media Excel, we are offering world-class video compression and broadcast technology, with the highest density and highest-quality video in the industry. Media Excel continues to be a solid partner for MobiTV and we are strengthening our relationship to deliver an integrated system to service providers that delivers Mobile TV to consumers through all types of devices and networks."

Media Excel will exhibit its live Mobile TV solution used in MobiTV's network at NAB 2008 in Las Vegas, April 14-17 at Booth # C2591 in the Las Vegas Convention Center.

About Media Excel, Inc.

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media and the recipient of Frost & Sullivan's 2008 Award for Product Innovation in encoders / transcoders worldwide. Its home grown technology enables video and audio 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.

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