

Global broadcasters take 4K to Viewers with Media Excel encoding platform

Austin Texas, September 8, 2015 — Media Excel, a leading supplier of reliable software solutions for realtime multiscreen video delivery, today announced that Turksat, Turkey's leading communications satellite operator, has selected Media Excel's 4K Ultra HD HEVC Encoder to help deliver the country's first 4K live broadcasting channel. Based in Ankara, the new Turksat 4K Ultra TV Channel will use the Media Excel Hero 4K, deployed by LG Electronics (LGE), to enhance the quality of experience for viewers across the region.

Turksat will leverage Media Excel's HERO 4K encoder to provide 4K pixel density, 50 fps motion fluency and 10-bit color depth to provide viewers in Turkey with an unmatched viewing experience. HERO's HEVC compression efficiency alleviates the bandwidth constraints that come with the 4K stream. The HERO 4K Encoder incorporates Media Excel's HERO Clone transcoding technology, a state-of-the-art symmetric multiprocessing (SMP) encoding framework.

"Media Excel leads the field in Ultra HD, from our perspective. While there are many encoder vendors in the marketplace, we placed our confidence in Media Excel as its product was clearly 4K-ready," said Husamettin Demirel, the Teleport and TV Broadcasting Director, Turksat. "We are delighted with the results of our 4K trials with Media Excel and LGE, and subsequent broadcasts to our viewers have demonstrated the highest level of video quality along with the reliability of a broadcast-level service."

The HERO 4K Encoder meets and exceeds the rigorous demands required for UHD/HEVC elevated processing power, using reduced bandwidth transport capacity, while providing superior 4K video quality and 60fps motion fluency. For both Live and File workflows, at the data center or in the cloud, HERO 4K provides production-ready 4K HEVC that is both standards compliant and field proven.

"We were thrilled to work with LGE to deliver the solution to Turksat, and announce that another major operator is going live with the HERO 4K encoder," said Kevin Dowd, President of APAC, Media Excel. "The deployments of both Turksat and LGE highlight Media Excel's leadership in the 4K arena. It is testament to the hard work and innovation of our team that we are the only vendor who has been able to deploy exceptional 4K video quality along with broadcast-level service reliability.

"We have worked closely with Turksat to deliver the best solution that would match their customers' requirements," said Jikang Kim, the Director of Business Development, LGE. "As a forward-thinking broadcaster, Turksat has created a market first by taking 4K to viewers in the region. By deploying the HERO 4K encoder, we were confident that they would achieve the required high level of service reliability and video quality."

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About Media Excel

Media Excel is the leading supplier of reliable software solutions for realtime multiscreen video delivery. Founded in 2000 and headquartered in Austin, Texas, the company has been the industry leader in the development of real-time video processing software to distribute video over IP networks. Solutions from Media Excel provide the reliability, scalability and performance required to deliver high quality video via appliance and cloud deployment models. Powering more than 300 million multiscreen subscribers worldwide, and with the #1 market share in multiscreen delivery for wireless carriers in North America, Media Excel assists Pay TV operators, content providers, broadcasters and telcos worldwide. To learn more, please visit www.mediaexcel.com or contact us at info@mediaexcel.com.

