

Vidmind Adds Catch-Up and Multiscreen Linear TV to its Hybrid OTT/DTT Platform

TEL AVIV, Israel, March 31, 2014 — Vidmind has partnered with Media Excel to deliver time-and-place shifting of linear TV channels as part of its turnkey [hybrid OTT/DTT solution](#). Virtual operators can now utilize existing free-to-air content and offer it to their audience to view at any time and across multiple connected devices - as part of a Prime TV experience.

Using [Vidmind's platform](#), mobile operators, ISPs and retailers can launch a Prime TV experience by combining free-to-air and premium OTT content, and deliver an alternative offering to traditional satellite and cable TV providers at a minimum investment in technology and content.

This novel time-and-place shifting capability further enhances the OTT/DTT Pay-TV offering by providing end-users with access to rich content that matches and adapts to their individual lifestyle. Live TV, premium VOD and Catch-Up content come together under a unified TV Everywhere experience.

The solution transforms live DVB-T TV to linear OTT TV, with the permission of the content owners, and makes it available on a multitude of connected devices in real time as well as at different time through the Catch-Up service. The solution is deployed at the operator's head-end or the Cloud and combines Vidmind's platform flexibility and control with Media Excel's HERO superior video quality and versatility.

Both Vidmind and Media Excel will be showcasing the new solution at NAB in Las Vegas. To schedule a meeting click [here](#).

Vidmind: South Hall #9824

Media Excel: South Hall #7824

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About Vidmind

Vidmind's hybrid OTT/DTT solution allows service providers to launch a complete TV and VOD service which is personal and social. The Cloud based platform delivers a TV Everywhere experience of Live TV, Catch-up and VOD content across any screen and enables advanced discovery, Home Media, and Android apps. For more information <http://www.vidmind.com>

About Media Excel, Inc.

Media Excel defines the adaptive bitrate, multi-device transcoding standard for multiscreen video delivery. The company's hybrid approach of using software and hardware transcoding solutions powers more than 38 million live multiscreen TV viewers daily in the US alone. Across the head end, cloud, or edge video distribution, the company's solutions are used in a variety of markets including broadcast, government, telecom, MSO, and CDN. For more information www.mediaexcel.com.