

Media Excel Live Encoder to Power H.265/HEVC Based LTE Broadcast For Qualcomm Technologies at MWC 2014

HERO HEVC Live Encoder delivers bitrates 50 percent lower than AVC, while maintaining exceptional video quality

Austin, Texas., February 24, 2014 — **Media Excel**—the worldwide leader in mobile video encoders and transcoders—today announced that its H.265 High Efficiency Video Coding (HEVC) Live Video Encoder will be as part of Qualcomm Technologies' LTE Broadcast demonstration at the Mobile World Congress show in Barcelona. In the demo, HD video will be encoded live by the Media Excel H.265 solution and broadcast in real time to smartphones featuring the Qualcomm® Snapdragon™ 800 processor with the integrated evolved Multimedia Broadcast Multicast Service-enabled (eMBMS) modem, and Qualcomm Technologies' HEVC decoder with LTE Broadcast middleware. Qualcomm Technologies and Media Excel combine multicast video and HEVC DASH for optimal spectrum utilization in mobile video delivery over wireless carriers' 3G/4G LTE networks. This enables operators to maintain broadcast video quality at 50 percent lower bitrates compared to advanced video coding (AVC).

LTE Broadcast enables wireless operators to exploit their existing spectrum, infrastructure and consumer devices to help address the surging demand for data. Based on the eMBMS standard, LTE Broadcast maximizes spectrum utilization by allowing for a single transmission of the content to be received by multiple users simultaneously instead of replicating the transmissions of the content separately for each user. As a result, capacity constraints are eliminated and consumers receive high-quality, always-on video, without lag time or delay.

As commercial deployments are being announced worldwide and wireless spectrum becomes increasingly scarce and valuable, wireless operators seek ways to maximize utilization of LTE broadcast. "The bitrate advantage of HEVC video compression over AVC enables LTE broadcast to deliver additional content without impacting video quality and cost," said John Hotchkiss, COO of Media Excel. "Media Excel was able to address this market need, by focusing towards a High Definition Live HEVC Encoder that delivers exceptional video quality while enabling LTE broadcast to double its channel capacity".

"Media Excel's HEVC Live encoder and MPEG-DASH delivery solution further enhances the commercial potential of LTE Broadcast for wireless operators," said Raj Talluri, senior vice president of product management, Qualcomm Technologies, Inc. "Coupled with Qualcomm Technologies' leadership and advancements in eMBMS middleware, operators today have a technologically-proven and commercially-promising end-to-end LTE Broadcast workflow to satisfy the increasing consumer demand."

While HERO Live HEVC encoder delivers up to HD resolutions today, HERO VoD HEVC transcoder can process UHD/4K resolutions. Leveraging more than 14 years of video encoding expertise, Media Excel scientists continue to lead the HEVC innovation wave with focus on video quality and performance, in-line with evolving market needs.

Attendees to Mobile World Congress in Barcelona from February 24th-27th can view the live, HEVC-enabled LTE Broadcast demo at the Qualcomm booth in Hall 3 at Stand 3E10.

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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 18 million live mobile/tablet TV viewers daily in the US alone. Across the headend, cloud, or edge video distribution, the company's solutions are used in a variety of markets including broadcast, government, telecom, MSO, and CDN. Founded in early 2000, the company continuously innovates services and offerings for large-scale mobile carrier customers such as AT&T, Sprint, T-Mobile, and Verizon, to high-profile event-driven organizations such as Telstra Australia, NFL, NBA, and the Olympic Games and the Super Bowl. Media Excel is headquartered in Austin, TX with offices in Seoul and Silicon Valley. For more information about Media Excel, please visit www.mediaexcel.com.

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