



## **Media Excel to Demonstrate H.265 HEVC Encoding, Powered by Intel® Processors, at NAB 2013**

**Austin, TX April 03, 2013**

[Media Excel](#) — the worldwide innovator of adaptive bitrate, multi-device transcoding for multiscreen video delivery—today announced it will demonstrate its H.265 High Efficiency Video Coding (HEVC) encoder at the National Association of Broadcasters (NAB) show in Las Vegas, Nev. from April 8-11. Media Excel's HEVC encoder—designed for broadcasters, telecoms, and content aggregators, and powered by Intel® processors—will allow users to maintain the same quality as H.264 AVC encoding, while achieving 50 percent lower bitrates.

As the first implementation of HEVC encoding in a commercial application, the Media Excel HEVC encoder's lower bandwidth requirements for distribution of video over multiple transmission formats can benefit organizations by allowing them to continue to distribute the same amount and quality of video at a lower cost, or by increasing their video throughput at the same quality while maintaining the same cost.

In order to handle the greater computing power required for H.265 HEVC encoding, as compared to H.264 AVC encoding, Media Excel is utilizing the latest generation of Intel Xeon E5 processors to power Media Excel's HERO 50000 software.

"The technology of the HEVC encoder, powered by Intel's processors, delivers a solid return on investment without sacrificing quality," said John Hotchkiss, COO of Media Excel. "This allows broadcasters, telecoms, and content aggregators to integrate the Media Excel HEVC Encoder's bandwidth efficiency directly into their business model, whether for cost savings, additional video services, or a combination of the two."

"With Intel-processor based H.265 HEVC encoding, Media Excel has changed the way that organizations will have to think about bandwidth allocation, costs, and how they can service their customers," said Bill Rollender, Director of Product Marketing Communications and Storage Infrastructure Group of [Intel](#). "With the ability to save on bandwidth costs, provide more video, or both, the landscape of multi-screen video delivery and consumption will quickly change, all to the benefit of today's media-hungry consumers."

Media Excel will beta test its HEVC encoder during Q3 2013, with product availability in Q4 2013. For customers purchasing Media Excel encoding products during 2013, an upgrade path will be available to enable H.265 HEVC encoding.



Media Excel will be exhibiting at the [National Association of Broadcasters](#) (NAB) show in Las Vegas from April 8-11, 2013, in the South Hall upper level, booth SU3724.

**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. Media Excel is headquartered in Austin, Tex. with offices in Seoul and Silicon Valley. For more information about Media Excel, please visit.

For more information about Media Excel, please visit [www.mediaexcel.com](http://www.mediaexcel.com).