



2008 World Video Encoders & Transcoders Market Frost & Sullivan Award for Product Innovation

Award Recipient – Media Excel

Founded in early 2000, Media Excel provided technology solutions for encoding and decoding. Over the years, the company has evolved to expand its product portfolio to provide advanced real-time digital video encoding, transcoding, streaming, and decoding (playback) solutions and appliances for Internet Protocol Television (IPTV), Mobile TV and Digital Home Entertainment initiatives.

Product Offering:

Media Excel has an encoder-transcoder product line that includes HERA 3200m for Mobile TV; HERA 3200i for IPTV; and HERA 3200f for Digital Media. Each of these products can produce broadcast quality video as well as video in different resolutions for various media.

The HERA 3200m and 3200i are real time transcoders that enable conversion of analog or digital media sources in to formats favorable for distribution over the mobile or IPTV platforms in real time.

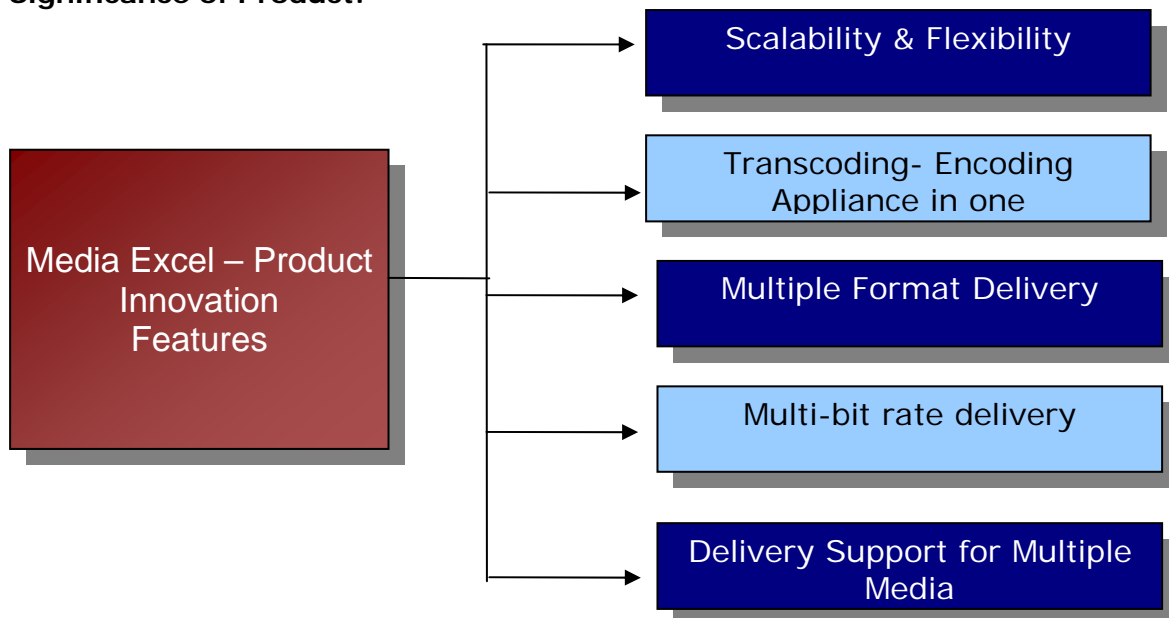
The HERA 3200m can repurpose satellite or cable content to broadcast or stream to different types of mobile devices for distribution (broadcast or streaming) over 2.5G, 3G and 4G networks. It supports DVB-ASI, SDI and Analog Composite Interfaces and TCP, UDP, RTP, RTCP, RTSP, Unicast/Multicast networks. The HERA 3200m is as flexible as it is versatile, and easily scalable. It can support up to 12 simultaneous mobile TV streams in various formats such as MPEG-4, H.264, H.263 and Windows Media 9 and at different bit rates.

The HERA 3200i is similarly configurable and customizable for transmitting video streams, in real time over IP and DSL networks. In addition to multi-format (MPEG-4, H.264 and Windows Media 9) and multi-bit rate (256-4096 Kbps) support at various frame rates, resolutions in either CBR (constant bit rate) or VBR (Variable Bit Rate), it can interoperate with different media servers and IP Set-top boxes.

The HERA 3200f Digital Media Transcoder System enables repurposing digital media for broadcast production workflows and video-on-demand services. A single appliance can support offline compression for various media outputs including IPTV, enterprise, broadcast TV, mobile TV and Internet media and others. It supports

various formats including MPEG-2, QuickTime, AVC, MPEG-4, 3 GO, Flash 8, Flash 9 and Pinnacle Media Stream. Additionally, it can produce compressed video with up to 10x real time speeds.

Significance of Product:



The HERA as an appliance transcoder focuses on the various growing needs of the digital video industry. Each of the products offers great value at a competitive price with support for digital and analog inputs and produces multiple outputs for various media. With its appliance product, Media Excel offers a solution that eases out several concerns:

- The need for scalability and flexibility
- A transcoding appliance
- Multiple format support at different bit rates, resolutions, frame rates and for different media
- A transcoding and encoding solution in one

The landscape of digital video is changing as content creators, aggregators and service operators are increasingly required to customize the video according to the media they are sending out to. Video-on-demand is a growing phenomenon and the viewer is gaining importance in the decision to choose not only the content, but also when and where to watch it. The HERA is a nice fit in such a market where solutions at the headend are required to be versatile and customizable.

Competitive Advantage:

Many legacy solutions support only limited number of formats and may have interoperable issues with the entire workflow system. Further, not many hardware solutions offer encoding and transcoding on a single platform along with support for multiple input formats- that is the ability to convert one digital format to another.

Media Excel uses Texas Instrument's DSP based solutions for its products that promise speed in conversion and support rich features. Media Excel's solutions are

highly interoperable with legacy systems and other devices and applications in a workflow.

Media Excel complements a digital platform with its hardware as it reduces space consumption when compared to the server based systems needed for existing software solutions that offer similar solutions. Further, the products are made available at highly competitive prices. This is expected to drive an incisive penetration of these products.

Strategic Alliances

As a pioneer of digital compression technology solutions, Media Excel has built several strategic alliances since inception. Its clients and partners include MobiTV, MTV, Viacom, Microsoft, Samsung, Qualcomm, LG Electronics, Thomson, Cisco Systems, Alcatel, FLO Forum, MediaFLO Technologies, UDCast and others. With its hardware solutions it has made significant inroads in to the broadband video and mobile TV space.

Conclusion

By focusing exclusively on digital compression solutions, Media Excel has been able to provide highly needed solutions for markets like enterprise, mobile TV, Internet video and IPTV. The success of Media Excel in developing strategic alliances with key industry participants and providing quality solutions that integrate with existing digital platforms should ensure that the full potential of its innovative product is realized. The company has demonstrated excellence in developing and marketing the HERA range of transcoders. In view of this, Frost & Sullivan is proud to award Media Excel the 2008 Frost & Sullivan Product Innovation Award for the world video encoders and transcoders market.

Award Description

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has best demonstrated the ability to develop and/or advance products with more innovative capabilities than competing vendors and products. This Award recognizes the company's successful adoption of new or existing technology that has become a part of its well-designed product family. Such innovation is expected to significantly contribute to the industry in terms of product performance and degree/rate of technical change.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in its industry
- Competitive advantage of new product(s) in its industry
- Degree of differentiation innovation compared to other market participants
- Benefits to end-users due to product differentiation

- Effect of product differentiation on ease of adaptability for new end-user applications
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

Research Methodology

To choose a recipient of this Award, the analyst team tracks all new product launches, product differentiation strategies, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. The data compiled through this research is analyzed based upon specific measurement criteria for this Award. Participants are then ranked with respect to the measurement criteria. Frost & Sullivan then presents the Award to the company that received the number one rank.

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