

## **Frost & Sullivan Recognizes Media Excel's Strong Product Innovation in Creating the HERA Encoder-Transcoder Product Line**

Palo Alto, Calif. — Thursday, February 7, 2008 — Based on its recent analysis of the video encoders and transcoders market, *Frost & Sullivan* presents Media Excel with the 2008 World Frost & Sullivan Award for Product Innovation.

This Award is in recognition of Media Excel's HERA encoder-transcoder product line, which includes HERA 3200m for mobile TV; HERA 3200i for Internet Protocol Television (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.

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 front end are required to be versatile and customizable.

"The HERA products offer great value at a competitive price with support for digital and analog inputs and produces multiple outputs for various media," says *Frost & Sullivan* Senior Industry Analyst Vidya S. Nath. "Through this line, Media Excel offers a solution that eases out legacy solution concerns such as the need for scalability and flexibility, a transcoding appliance, multiple format support at different bit rates, resolutions, frame rates for different media, and finally, a combined transcoding and encoding solution."

Media Excel uses Texas Instrument's DSP-based solutions for its products that promise speed in conversion and support rich features. The products are highly interoperable with legacy systems and other devices and applications in a workflow.

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, including DVB-H and MediaFLO.

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 and multi-bit rate 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.

"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," notes Nath. "The products are also made available at highly competitive prices, which will drive an incisive penetration of these products."

As a pioneer of digital compression technology solutions, Media Excel has built several strategic alliances since its inception.

In summary, with its innovative digital compression solutions, Media Excel has provided highly needed solutions for markets like enterprise, mobile TV, Internet video and IPTV. Through strategic alliances with key industry participants and providing quality solutions that integrate with existing digital platforms, the full potential of Media Excel's innovative product will be realized.

For developing the HERA range of transcoders, *Frost & Sullivan* is proud to present Media Excel with the 2008 Frost & Sullivan Product Innovation Award for the world video encoders and transcoders market.

Each year *Frost & Sullivan* presents this Award to the company that has demonstrated the ability to develop and/or advance products with more innovative capabilities than competing vendors and products. The 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.

*Frost & Sullivan* Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### **About Media Excel**

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV and Digital Media. Enabling the any content to be displayed on any device through its affordable, high-performance next-generation transcoding technologies targeted at Telecom, Web and Media Broadcasters. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000. To contact Media Excel, write to [sales@mediaexcel.com](mailto:sales@mediaexcel.com) or visit <http://www.mediaexcel.com>.

### **About Frost & Sullivan**

*Frost & Sullivan*, the Global Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. *Frost & Sullivan* employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about *Frost & Sullivan's* Growth Partnerships, visit <http://www.awards.frost.com>.

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