

MEDIA EXCEL™ DELIVERS H.264 SUPPORT; JOINS ADOBE FLASH MEDIA SOLUTIONS PARTNER PROGRAM

Media Excel HERA™ 3200 Series Delivers Live, High-Quality Streaming For H.264 and On2 VP6 for Adobe Flash Player 9 Software

NAB 2008, BOOTH #C2951

FOR RELEASE ON: MONDAY, APRIL 14, 2008

LAS VEGAS, NV – Media Excel™, a leader in advanced real-time video solutions, today announced that its HERA 3200 series of video transcoding hardware solutions deliver live standard definition support for Adobe® Flash® Media Server 3 and Adobe Flash Player 9 software.

Media Excel customers now have a choice between H.264 and VP6 when encoding for Adobe Flash Media Server or Adobe Flash Player 9. Customers of Media Excel's HERA™ series of real-time transcoders will realize optimized performance and quality from their H.264 streams. HERA customers include broadcasters, cable and satellite providers, Internet broadcasters, and video-on-demand (VOD) providers, as well as mobile and fixed line telecom operators.

Media Excel has also joined the Adobe Flash Media Solutions Partner program. The partnership program formally establishes Media Excel as a rich media content encoding partner of Adobe.

Based on a patented DSP-based software architecture that enables massively scalable transcoding – and batch encoding – the Media Excel HERA series operates as a single platform for both live broadcasting and VOD file adaptation. Customers can use the HERA 3200f, 3200m, or 3200i as encoders or transcoders for multiple, simultaneously network output. Customers can perform up to 10x faster than real-time conversions saving time and rack space, enabling up to 70% lower total cost of ownership than competing x86/software-based solutions.

"We're excited to be a member of the Adobe Flash Media Solutions Partner program. Now that Flash Media Server 3 and Adobe Flash Player 9 support H.264 in addition to On2 VP6; our customers will have the ultimate in flexibility, scalability, quality, and performance from Media Excel's products that support Flash," said Thanasis Iatrou, CEO of Media Excel. "Now, our customers can deliver any content compatible with the Flash Player runtime to any device with superior quality and affordability."

The Adobe Flash Media Solutions Partner Program provides Media Excel with key marketing, development, sales, and support oriented benefits in driving business surrounding Flash technologies for both companies.

"In today's online and mobile video production environments, a rapid encoding process is critical for time-to-market, and Media Excel addresses this need for a wide cross-section of our customer set," said Laurel Reitman, senior product manager, Flash Media Server Services at Adobe. "By accelerating the encoding process for creating FLV files, the Media Excel HERA series enables a faster workflow for customers."

The entire Media Excel HERA series will be available for order at the Media Excel booth at NAB 2008, #C2951 in the Central Hall of the Las Vegas Convention Center, from April 14-17.

About Media Excel, Inc.

Media Excel is the Next-Generation Transcoding Company for MobileTV, WebTV, IPTV & Digital Media. Recipient of Frost & Sullivan 2008 Award for Product Innovation. 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. Media Excel contact: sales@mediaexcel.com or visit www.mediaexcel.com.

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