

**MEDIA EXCEL LAUNCHES NEXT-GENERATION VIDEO ENCODING / TRANSCODING HARDWARE PLATFORM WITH WORLD – LEADING DENSITY BASED ON TEXAS INSTRUMENTS DaVinci™ PROCESSOR, DELIVERS HIGHER QUALITY VIDEO AT LOWER COST**

*HERA 4000 Series of hardware encoders / transcoders offers real-time simultaneous video delivery to any mobile device, PC, or TV over any network, performing file transcoding conversions at up to 15 times real-time speed*

**NAB 2008 BOOTH #C2951**

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**LAS VEGAS, NV** – Media Excel, a leader in advanced real-time video encoding and transcoding solutions, today announced that it has launched a new generation of video compression professional appliances which can rapidly encode, transcode and distribute professional, broadcast-quality video to any device over any network using the Texas Instruments DaVinci™ technology digital media processor. The introduction of the new, DaVinci-based HERA 4000 line of transcoder products will provide higher quality video at much higher speed and much lower cost than previous industry solutions.

Media Excel will unveil the new HERA solutions this week at the NAB conference in Las Vegas in Booth #C2591, in the Central Hall of the Las Vegas Convention Center. Media Excel has developed a hardware solution that utilizes the DaVinci processor in a 1U rack product that is ideal for broadcasters and cable operators, as well as mobile operators, telcos, web video aggregators, content delivery networks and media content production firms.

From their inception, the Hera family of appliances are designed to be upgradeable to accommodate new feature and codec releases, thus providing the customer the best TCO industry wide. This unique strategy allows Media Excel customers to enhance their existing solutions with a software upgrade, without the need to purchase additional hardware. An industry first, Media Excel customers have the ability to redeploy the Hera appliance, common to all services, to deliver any service required: encoding or transcoding for VoD/File, Live IPTV, Live MobileTV, Offline and Live WebTV.

“Media Excel has developed a very solid solution for the transcoding market,” said John Smrstik, manager of TI’s video infrastructure group. “Media Excel’s in-house software and hardware development efforts, based on our technology provides customers with a high performance, highly upgradeable platform, that delivers superb density and scalability advantages over software-based solutions.”

The new, DaVinci based Media Excel HERA 4000 encoder / transcoder product line provide in a single 1U appliance:

- Live or file transcoding from Mobile TV to HD applications
- Multi-device broadcast delivery, converting any content for any device: IPTV, MobileTV, or WebTV
- Real-time multi-pass encoding, advanced video pre-processing for unmatched quality output
- Up to 70% lower TCO than x86/software based solutions: time, space & energy
- 16 MPEG2 channels simultaneous H.264/MPEG4/H.263 real time transcoding for Mobile TV
- 8 MPEG2 SD channels to 8 H.264 SD IPTV transcoding
- 8 SDI SD channels encoding
- Up to 15x faster than real time file transcoding

“The professional video market requires a flexible and upgradeable encoding and transcoding solution for ‘broadcast quality’ video with high density, high reliability. The DaVinci processor combined with our in-house developed software are the keys to our breakthroughs with the new HERA 4000 transcoding products,” said Thanasis Iatrou, CEO of Media Excel. “We are well-positioned to deliver a long-awaited solution that professional video producers at major broadcast, cable, satellite, telco, and Internet firms are seeking. This is the “Next Generation” in technical efficiencies for video delivery.”

**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 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](mailto:sales@mediaexcel.com) or visit [www.mediaexcel.com](http://www.mediaexcel.com).

DaVinci™ technology is a registered trademark of Texas Instruments.