



MEDIA EXCEL INTRODUCES MOBILE TV TRANSCODING SOLUTION FOR TIER 2 & 3 OPERATORS

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AUSTIN, TX – Media Excel Inc., the world’s only provider of next-generation transcoding solutions for MobileTV, WebTV & IPTV, introduced today the Hera EMS™ Mobile TV solution designed for the needs of Emerging Market mobile TV operators.

Media Excel introduces a mobile TV transcoding solution for Tier 2 & 3 operators around the world. Smaller developing mobile TV markets, known as Emerging Markets in the mobile TV world, desire more affordable solutions and require a lower feature set than Tier 1 operators. Responding to this demand, Media Excel has created an Emerging Market Mobile TV Solution, named Hera EMS. The Hera EMS is comprised of various Media Excel products to deliver both Live and Video on Demand (VoD) channels. The operator gains the benefits of Media Excel’s robust solutions with the ability to increase both input and output channel density without the need for additional hardware.

“Operators who have had a 1st look at this solution are very excited that a transcoding company is listening to their needs,” said James Meeker, Director of Sales at Media Excel. *“The emerging markets are seeking a solution which offers greater value for their services and the flexibility to evolve as they grow. Media Excel is alone in the ability to deliver this solution with lower Total Cost of Ownership versus competitors.”*

Hera EMS Solutions entry level package delivers:

- Live and file transcoding up to CIF/QVGA resolution output
- Up to 8 input channels of live transcoding
- MPEG-2 over Ethernet and SDI input options
- Live output support for codecs: MPEG4, H.263, H.264
- Failover and Remote Management System
- 3GPP, MP4, AVI, MOV, VOB file input support
- 3GPP file output up to CIF/QVGA resolution
- Up to 8x faster than real time file transcoding

The Hera EMS has room to grow as the operator’s service grows. The solution can be expanded by software update to enable up to 12 channels input, up to 1:8 ratio input to output, and MPEG4 ASP & H.264 live input.

The Hera HMS is being tested now by Media Excel integrator partners and will be available for sale through these partners.

Media Excel’s MobileTV solutions are available for demonstration at the upcoming Mobile World Congress in Barcelona February 16 – 19, Hall 2 Space A110.

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. To contact Media Excel, write to sales@mediaexcel.com or visit <http://www.mediaexcel.com>.