



# MEDIA EXCEL

## **Media Excel Announces General Availability of Its HERO nS Transcoder Appliance**

*HERO nS, the most dense 1RU multi-channel, multi-screen, multi-rate transcoder appliance in the video market ever*

*Friday, September 9<sup>th</sup>, 2011*

AUSTIN, Texas & AMSTERDAM: [Media Excel](#), the leading provider of n-Screen, adaptive, live and file based encoding for Mobile, Web and IP TV, today announced general availability of its latest transcoder, encoder solution, the HERO nS appliance. HERO nS was first showcased at NAB; since then key customers and partners of Media Excel have been extensively testing the HERO nS with great enthusiasm.

“This year CDNs are taking notice of the HERO nS with two prominent CDNs adopting the HERO nS platform as their adaptive transcoder of choice for their cloud services,” said James Meeker, V.P. North American Sales, Media Excel. “We have several Operators and Broadcasters coming onboard as well; the HERO nS is performing to our expectations and the market is responding in a big way.”

The HERO nS is a culmination of expertise of Media Excel’s 11 years of creating excellent products for the video industry. HERO nS has evolved to become the 3<sup>rd</sup> generation transcoding appliance from Media Excel and is quoted as being a “game changing appliance with unmatched density in a 1RU.” HERO nS leverages the latest multi-core DSP from Texas Instruments, effectively delivering up to 128 cores within 1RU and as low as 10 watts per HD channel. Overall, HERO nS is a carrier-grade, industrial-strength platform with proven 5x9s uptime, massive channel density up to 16 HD channels and yet modular, scalable and field-upgradable.

Patrick Mechali, Business Development EMEA, Media Excel, commented, “The multi-purpose aspect of the HERO nS of accommodating both Live and File multi-screen transcoding in one unified appliance, along with its modularity and scalability is attracting great attention from SIs and regional partners.”

At this year’s IBC in Amsterdam Media Excel is exhibiting in hall 13, stand 353. In addition, Media Excel will be a featured partner in Texas Instruments' stand located in hall 9, stand B19. Attendees interested in scheduling a meeting with Media Excel can send a request at [sales@mediaexcel.com](mailto:sales@mediaexcel.com).



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## **About Media Excel, Inc.**

About Media Excel, Inc., Media Excel has defined the adaptive n-Screen transcoding standard for multi-screen video delivery. The company's adaptive n-Screen solutions power more than 18 million live mobile TV viewers daily in the US alone. Across the head-end, cloud, or edge video distribution, the company's n-Screen solutions are used in a variety of markets including broadcast, service providers (telecom, cable, CDN, web, mobile), enterprise and government.

HERO, the company's multi-core embedded processor based product, provides the greatest density and power efficiency while offering unmatched multi-screen HD delivery. Media Excel's products feature dynamic workflow with task switching between Live and File transcoding on a unified platform.

Media Excel is headquartered in Austin, Texas, with offices in Korea and Silicon Valley. For more information, please visit [www.mediaexcel.com](http://www.mediaexcel.com).

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