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FOR IMMEDIATE RELEASE

Media Excel Introduces Affordable H.264 Real-Time Transcoder for Internet Protocol Television (IPTV), Digital Home and Mobile Entertainment Markets

Austin, TX, April 17, 2006 – Media Excel, Inc., announced today the immediate availability of their SoftStream® HERA 3000 system – an affordable real-time H.264 video transcoding system for high quality Internet Protocol Television (IPTV), Digital Home and Mobile TV applications.

“The convergence of voice, data and video networks coupled with the Internet video revolution allows end users to consume their entertainment on televisions, laptops and cellular phones.” said Mr. Thanasis Iatrou, Media Excel President and CEO. “Meeting IPTV and Mobile TV market demands requires seamless video content reformatting (transcoding) for proper distribution and playback. HERA 3000 allows telecommunications and broadcasting service providers to transcode video for distribution to anyone, anywhere, anytime on any device while maintaining a high quality user experience.”

“Current broadcasting and distribution systems are based on MPEG-2 technologies and service providers must bridge the gap between legacy and emerging H.264/AVC systems.” said Eduardo Pérez, Ph.D., Media Excel VP of Marketing. “During this transition period, broadcasting and entertainment industries need to embrace new IP distribution models while supporting current infrastructures and distribution channels. HERA 3000 provides a cost efficient IP video channel to provide live and video on-demand IPTV and Mobile TV services and generate new revenue streams from existing customer installed base.”

SoftStream® HERA 3000 interoperates with broadcasting industry standards as well as Media Excel’s Internet Protocol Set-Top Boxes (IP-STB) and Digital Media Adaptors (DMA) to provide end-to-end systems ready IPTV implementations. “With the introduction of HERA 3000, Media Excel provides transcoding solutions along every step of the way in the IPTV video distribution chain” said Mr. Thanasis Iatrou. “Since HERA 3000 provides a complete Internet broadcasting friendly solution, we are uniquely positioned in the market to provide lowest cost per channel, lowest cost per subscriber and shortest time-to-market.”

About Media Excel

Media Excel, Inc. (<http://www.mediaexcel.com>) is a leading provider of real-time digital video transcoding, encoding, streaming and playback software solutions for IPTV, Digital Home and Mobile TV applications. Headquartered in Austin, Texas, Media Excel is a privately held company founded in 2000.

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