

Reformatting TV Content in Real-Time for IPTV and Mobile TV Distribution Using Media Excel's H.264 Transcoding Solutions

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With the proliferation of Internet Protocol Television (IPTV) and Mobile TV deployments and the skyrocketing popularity of Social Media Networking Sites (ESPN, Google, Yahoo!, YouTube and Snapse), the need to efficiently reformat (transcode) content for distribution to broadband, IPTV and mobile devices has become a key operation for telecom service providers. Media Excel's scalable transcoding solutions deliver real-time multi-format, multi-low bit rate high quality video to meet anytime, anywhere, any device market needs while realizing storage, bandwidth and cost savings to its operators.

The Fundamental Problem of IPTV: Too Many Formats

Voice, data, and video networks are converging over IP, but the same does not hold true for the entertainment devices. In fact, there are too many devices with different formats. Television is going digital from standard definition to 18 high definition standards. In mobile entertainment, Apple's iPod and the surprising uptake of Mobile TV by consumers complicates content distribution because of different display form factors. Additionally, broadband households download or stream videos with too many variations to keep track of.

The truth of the matter is that if consumers had to choose between MPEG-2, MPEG-4, H.264, VC-1, Real Media, On2, Flash, DivX, Xvid and countless other proprietary codecs along with the correct display format for their cellular phone, PDA, PMP, TV, Set-Top Box, laptop or PC based on their computing capabilities and current location, NO ONE WOULD WATCH TV!!! It is no surprise that the IP Video industry is struggling with integration issues.

Content is King, but Consumers are Selecting their Kingdoms

Consumers want their content anytime, anywhere on any device. To effectively address this IPTV and Mobile TV market need it is imperative to seamlessly transcode content in real-time and on-demand for distribution to the various end-user media-enabled devices. For this purpose, Media Excel developed high quality real-time transcoding solutions to allow broadcasters, telcos and ISPs meet consumer demand.

Reformatting Video Content for IPTV and Mobile TV Media Devices

Media Excel's Transcoding product line was designed to expand existing broadcasting, telecommunications, and ISP infrastructures by reformatting content for distribution over IP networks in real-time to the various consumer media devices in the home or mobile markets.

There are two product lines:

1. **HERA 3000 Real-Time H.264 Transcoding/Encoding System** is a turnkey appliance for telcos and Service Providers.
2. **Hercules 1600 Real-Time H.264 Encoder** is a PCI-based solution for OEM, ODM and VAR to integrate in rack mount enterprise class servers.

Media Excel transcoders can be configured for a variety of real-time operations including:

- Live Feeds to IPTV Broadcast (H.264 MP@L3 Full D1)
- MPEG-2 Broadcast to IPTV Broadcast
- MPEG-2 Broadcast to Mobile TV (H.264, MPEG-4, H.263) Broadcast
- Multi-Channel, Multi-Format, Multi-Bit Rate Mobile TV Broadcast

Creating IPTV and Mobile TV Channels

Creating IPTV and Mobile TV channels using Media Excel's transcoders requires three simple steps:

1. Connect broadcast (compressed or uncompressed) feed
2. Select IPTV or Mobile TV transcoding format
3. Select transport protocol for distribution and/or save to file

Transcoding Benefits

- Affordable solution: USD \$8,995 for one channel with volume/reseller discounts
- Short Time-To-Market with proven turnkey real-time H.264 solutions
- Leverage existing infrastructure to create IPTV and Mobile TV distribution channels
- Realize infrastructure, network distribution, storage and cost savings
- Expand content distribution/market channels to IP networks
- Single source or file to meet broadcasting, IPTV and Mobile TV market demands
- Establish direct relationships with consumers

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