

LG U+ launches next-gen Pro Baseball League service powered by Media Excel HERO HEVC Encoder

Over 100,000 concurrent users watched the Pro Baseball kickoff last weekend using the LG U+ omni-view app

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Las Vegas NV, April 9, 2018 — LG U+ became the first telecom operator in South Korea to introduce a real-time omni-view experience to its valued subscribers for Professional Baseball League matches. The new service offers real-time video from different angles—home base, first base, third base and the outfield—to show users players' movements which are not available on a typical TV coverage. Users can watch all videos simultaneously with their smartphones or mirror the high-quality feed to their big-screen TVs. Targeting over 2 million subscribers, LG U+ is able to leverage Media Excel's expertise with HEVC encoding and high profile services worldwide in order to deliver pristine video quality and quality of experience.

During the kickoff last weekend, the service was utilized by over 100,000 concurrent subscribers who consumed over 3.6 GBs of data per user for the entire game. LG U+ 4.5G/LTE network is able to sustain such data traffic due to HEVC compression efficiency delivered by Media Excel HERO encoders. The launch of the service came a month after the firm rolled out a new flat-rate subscription option with unlimited data and uncompromised speed for 88,000 Korean won (\$82) per month, providing a catalytic monetization opportunity for the new service.

"This well-orchestrated launch demonstrates our company's commitment to creating exceptional value for our subscribers. We were able to achieve this by relying on Media Excel's advantage in HEVC encoding, after a comprehensive evaluation of several encoder vendors", stated Lee Sang-min, a Senior Vice President of Future and Convergence at LG U+. "Instead of lowering video quality to compensate for the elevated traffic demand, with Media Excel's HERO HEVC encoder we are able to deliver outstanding video quality at substantially reduced bandwidth."

This remarkably successful launch paves the way towards the next-generation 5G network upgrade that LG U+ has planned for commercial launch in 2019, ahead of other telcos around the world. Within 2018, LG U+ plans to expand the service to include 4K UHD based on Media Excel's product portfolio.

"We are delighted to contribute to ground-breaking services such as the Pro Baseball one. LG U+ continues to drive innovation in both technical and commercial terms," said Nikos Kyriopoulos, VP of Product & Business Development of Media Excel. "Media Excel strives to deliver cutting-edge quality, reliability and agility for our customers worldwide, while staying on the forefront of technological innovation."

A video demonstration for the features of the new service is available here:
<https://youtu.be/dBVMKm8lfB0> (in Korean language).

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About LG U+

As a pioneer of new telecommunication services that create value for customers, LG U+ has always led the industry. Since its foundation in 1996, LG U+ has strived to create meaningful changes in customers' lives through Triple Play Service (TPS), a service that includes telecommunication service, ultra-high speed Internet, VoIP and IPTV Service, and through data service business. In 2012, LG U+ launched 100% single nationwide LTE-A service for the first time in the world, providing high speed-top quality service to customers. In the upcoming era of 5G IoT, LG U+'s mission is to create a new value of life that adds composure, happiness and convenience to customers' daily lives.

For more information, news and insights from LG U+, please visit the website at: www.uplus.co.kr

About Media Excel

Media Excel is the leading supplier of reliable software solutions for real-time multiscreen video delivery. Founded in 2000 and headquartered in Austin, Texas, the company has been the industry leader in the development of real-time video processing software to distribute video over IP networks. Solutions from Media Excel provide the reliability, scalability and performance required to deliver high-quality video via appliance and cloud deployment models. Powering more than 400 million multiscreen subscribers worldwide, and with the #1 market share in multiscreen delivery for wireless carriers in North America, Media Excel assists Pay TV operators, content providers, broadcasters and telcos worldwide. To learn more, please visit www.mediaexcel.com.

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