

MEDIA EXCEL LIVE ENCODER POWERS H.265/HEVC BASED LTE BROADCAST FOR QUALCOMM TECHNOLOGIES AT MWC 2014

Media Excel's HERO Live H.265 Video Encoder was the encoding engine as part of Qualcomm Technologies' LTE Broadcast demonstration at the Mobile World Congress show in Barcelona last month. In the demo, HD video was encoded live by the Media Excel H.265 solution and broadcast in real time to smartphones featuring the Qualcomm Snapdragon 800 processor with the integrated evolved Multimedia Broadcast Multicast Service-enabled (eMBMS) modem, and Qualcomm Technologies' HEVC decoder with LTE Broadcast middleware. Qualcomm Technologies and Media Excel combine multicast HEVC video and DASH for optimal spectrum utilization in mobile video delivery over wireless carriers' 3G/4G LTE networks. This enables operators to maintain broadcast video quality at 50 percent lower bitrates compared to advanced video coding (AVC).

LTE Broadcast enables wireless operators to exploit their existing spectrum, infrastructure and consumer devices to help address the surging demand for data. Based on the eMBMS standard, LTE Broadcast maximizes spectrum utilization by allowing for a single transmission of the content to be received by multiple users simultaneously instead of replicating the transmissions of the content separately for each user. As a result, capacity constraints are eliminated and consumers receive high-quality, always-on video, without lag time or delay.

As commercial deployments are being announced worldwide and wireless spectrum becomes increasingly scarce and valuable, wireless operators seek ways to maximize utilization of LTE broadcast. "The bitrate advantage of HEVC video compression over AVC enables LTE broadcast to deliver additional content without impacting video quality and cost." said John Hotchkiss, COO of Media Excel. "Media Excel was able to address this market need, by focusing towards a High Definition Live HEVC Encoder that delivers exceptional video quality while enabling LTE broadcast to double its channel capacity".

POWERING THE MOST DEMANDING SERVICES WORLDWIDE:



"Media Excel's HEVC Live encoder and MPEG-DASH delivery solution further enhances the commercial potential of LTE Broadcast for wireless operators," said Raj Talluri, senior vice president of product management, Qualcomm Technologies, Inc. "Coupled with Qualcomm Technologies' leadership and advancements in eMBMS middleware, operators today have a technologically-proven and commercially-promising end-to-end LTE Broadcast workflow to satisfy the increasing consumer demand."

[Access Full Press Release](#)

OUR PRODUCT LINES

[HERO Live & File - Multiscreen Encoder/Transcoder Series](#) (HERO 5000L & 5000F):

HERO is the most flexible and reliable multiscreen transcoding solution providing the highest video quality on any screen. HERO intrinsically supports all adaptive delivery technologies with CDN publishing, ad insertion and DRM integration. HERO covers all major broadcast-quality codecs and containers, seamlessly integrates with NAS/SAN architectures, and radically streamlines Live & VoD transcoding workflows.

[HERO Cloud - Live & File Multiscreen Encoder/Transcoder for Cloud](#) (HERO 5000C):

HERO Cloud is a proven transcoding virtual software solution that provides quality and performance for multiscreen Live and VoD services. HERO Cloud operates on public cloud providers (Amazon, Fujitsu, IBM, KT, and others) as well as private cloud clusters. It and scales dynamically with the demand.

[HERO Contribution Encoder/Decoder Series](#) (HERO 5000E & HERO 5000D):

HERO Contribution Series is a new low-latency encoder/decoder platform specifically designed for point-to-point delivery over IP and ASI networks. It delivers multiple independent channels in MPEG-2 or MPEG-4/AVC from SD to HD and from 4:2:0 to 4:2:2. HERO relies on a fully redundant 1RU chassis and Media Excel's state-of-art video processing technologies to deliver highly available services for mission-critical low delay applications.

[HERO Management System](#) (HMS):

HMS is a Network Management System for complete visibility and control over all Live and VoD Encoding/Transcoding services. Designed to cooperate closely with all HERO product lines and deliver 24x7 availability and superior QoS, HMS is fully customizable and allows operators, systems integrators and content owners to deploy services organically with minimum operational cost.