

Ateme Broadcast News from KCL

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Kyrion SD and HD H.264 Encoders



Ateme's Kyrion is a premium Standard Definition (SD) and High Definition (HD) MPEG-4/AVC encoder/transcoder family targeting a broad range of DTV applications. Ateme MPEG-4/AVC technology currently enjoys worldwide deployment at leading IPTV providers and studios. Ateme Kyrion enables, in real time, state-of-the-art compression algorithms using a fully programmable FPGA design pioneered by Ateme. Kyrion is also the only solution offering the complete set of MPEG-4/AVC tools, including full support for interlaced video (MBAFF).

Visit [Kyrion](#) for further information.

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MPEG-4 AVC/H.264 File to File Encoder

The Ateme off-line encoding suite is currently being used for video on demand asset generation by major IPTV providers and broadcasters such as BT and Home Choice in the UK and all IPTV providers in France.

It is also available for news gathering with simultaneous (low band width) parallel encoding and transmission and for lower cost video archiving by re-enabling MPEG-2 content.

Visit [PC Encoder](#) for further information.

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Tour de France 2007 in HDTV

The Ateme Kyrion encoder is currently installed in the TDF (Teledifusion de France) video head-end. Kyrion encodes, in MPEG-4, the HD native signal produced from France Televisions, which is the French Broadcasting company. Fully compatible with the existing HDTV set-top-boxes already deployed throughout France, the Ateme Encoder allowed viewers to enjoy this top sporting event in HDTV from the first day of the competition.

View the [Press Release](#) or email us at sales@kanecomputing.com for further information

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Kyrion selected by French Telco 'Free'

Ateme has been selected by Free to supply Kyrion H.264 encoders to allow 18 standard definition television channels to go live at the unprecedented bit rate of 1.7Mbps. With such a significant bandwidth saving, Free will be able to sign up new subscribers who are currently unable to receive IPTV due to their distance from the telephone exchange.

View the [Press Release](#) or email us at sales@kanecomputing.com for further information

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Kyrion supports Super HD in Japan

NHK, which first began research into HD in 1964, has now started public testing of the next generation Ultra HD standard and has selected Ateme's world-leading encoding technology for use in the first public Ultra HD demonstration with MPEG-4 AVC (H.264). Ultra HD broadcasting consumes a tremendous amount of bandwidth, 18 minutes of uncompressed footage consumes 3.5 terabytes of data and one minute of uncompressed footage consumes 194 gigabytes. The use of Ateme's MPEG-4 AVC compression technology dramatically reduces the bandwidth requirements while maintaining the best quality.

View the [Press Release](#) or email us at sales@kanecomputing.com for further information

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Kyrion encoding examples

Ateme are proud of the quality of their encoders and encoded files are available for checking at <ftp://mood.ateme.com/BB/Kyrion/index.html>.

It is possible to play these files with standard PC players such as VLC, provided your version supports H.264 encoding.

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New leadership at Ateme

Renowned businessman and visionary founder of Free Telecom, Xavier Niel, joins Ateme Board of Directors.

Mr Niel is the Iliad Group's majority shareholder and is the Deputy Chairman of the company's Board of Director's. He has been involved in the data communications, Internet and telecommunications industry since the late 1980's. In 1993 before dedicating himself full-time to developing the Group, he founded Worldnet, the first Internet service provider in France.

The Iliad Group is a dominant player in the French Internet and Telecommunications market through its ISP subsidiary, Free.

View the [Press Release](#) or email us at sales@kanecomputing.com for further information

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IBC2007

Just a brief reminder that Ateame will be exhibiting at IBC 2007 and free tickets are available.

Click [here](#) to register.

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