



## **ATEME releases third generation H.264 core engine with a host of new features aimed at IPTV, Contribution, and DTV applications**

Northwich, Cheshire, UK, September 15<sup>th</sup>, 2008 – Kane Computing ATEME's UK Distributor confirmed that ATEME, a world leader in MPEG-4/H.264 video compression technology, had today announced the release of its third generation (Gen3) MPEG-4 AVC/H.264 core engine.

ATEME's Gen3 H.264 codec, for the Kyrion series of real-time video encoders, is based on a number of ATEME patent-pending innovations enabling bandwidth efficiency gains and video quality enhancements over the previous generation of H.264 codecs.

DTV broadcasters can now offer pristine HD quality services at constant bit rates and with dense transponder capacities. IPTV operators are able to extend their customer reach for HD services thanks to bandwidth efficiency gains.

To address the growing contribution market, ATEME's Gen3 H.264 codec includes support for the 4:2:2 chroma sub-sampling profile at higher bit rates. Gen3 H.264 is an efficient and higher quality alternative to legacy contribution codecs such as MPEG-2 and JPEG2000.

ATEME's Gen3 H.264 bandwidth savings makes it possible to provide low bit rate contribution over IP networks while doubling the density of video streams over DVB-S2 links.

As ATEME's real-time encoding products are FPGA based, existing as well as new Kyrion customers will be able to upgrade to the Gen3 core engine with no need to replace any hardware.

"Our third generation core engine represents a major breakthrough in H.264 video quality and bandwidth efficiency," says Dominique Edelin, ATEME's Chief Operating Officer. "By upgrading our Kyrion encoders, we are reaffirming our commitment to providing broadcasters and operators with future-proof solutions through continual innovation."

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### **About ATEME**

ATEME ([www.ateme.com](http://www.ateme.com)) is a world-leading provider of MPEG-4/H.264 video compression solutions. ATEME's renowned technology supports both standard and HD content, deployed across any platform – from mobile to Ultra HD. ATEME provides broadcasters, telcos and security providers with unmatched compression quality and bandwidth efficiency. ATEME Because Content Deploys Everywhere'

### **About Kane Computing**

KCL ([www.kanecomputing.co.uk](http://www.kanecomputing.co.uk)) is the UK Distributor for ATEME and has been providing Image Processing, DSP and high performance computing products for use in industry, education and research since 1987. KCL has extensive knowledge and experience of providing video compression solutions for many industries particularly for digital video security and high quality broadcast applications. KCL has a policy of continual improvement and operates its business in accordance with the requirements of ISO9001:2000. KCL is also approved under the Investors in People programme.

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