



## ATEME Supports H.264 Delivery via Adobe Flash Technologies

**April 9, 2008** – ATEME™ SA (Bièvres, France), an acknowledged leader in MPEG-4 video compression solutions, today announced its H.264 video solutions are fully interoperable with Adobe® Flash® technologies, including Adobe Flash Player 9 and Adobe Flash Media Server 3.

Adobe Flash Player, the world's most pervasive playback software, is now installed on 98 percent of Internet-connected PCs and more than 500 million Flash enabled mobile devices and handsets worldwide. ATEME's renowned MPEG-4 AVC/H.264 codec is used by major broadcasters, broadband service providers and content delivery networks to provide high-quality HD video over low bitrates. With ATEME supporting the Adobe Flash architecture through its H.264 codec, content providers are able to deliver high-quality video experiences on the Web.

"We are very pleased to work with Adobe in supporting interoperability between our H.264 solutions and Adobe Flash technologies," said Sylvain Riviere, Executive Vice President of Marketing at ATEME, "Content delivery networks will now be able to extend the reach of H.264 based content to online media via Adobe Flash Player 9 and Adobe Flash Media Server 3 and allow consumers to watch high quality videos anywhere, anytime."

"ATEME is playing an active role in our Flash Media Solution Partner Program. ATEME's support for Adobe Flash technologies makes life a lot easier for content providers running H.264 based workflows." said Kevin Towes, product manager for Flash Media Server at Adobe. "ATEME's customers will now be able to reduce costs and save time by leveraging their H.264 video assets onto the ubiquitous Flash Player and Adobe AIR-based applications."

### **About ATEME:**

ATEME ([www.ateme.com](http://www.ateme.com)) is a world-leading provider of MPEG-4/H.264 video compression technology. ATEME's technological solutions are particularly designed for the fields of digital television, video surveillance and professional audio/video applications. They are marketed in the form of FPGA and DSP based software and onboard solutions.

### **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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