



Press Release

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FOR IMMEDIATE RELEASE

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BT Vision Approves ATEME's Second Generation H.264 Kyrion File Encoder

ATEME™ SA (Bievres, France), an acknowledged leader in MPEG-4 video compression solutions, today announced that BT® Vision has approved ATEME's second generation H.264 file encoding solution, Kyrion File Encoder 2.0, for its Video on Demand service.

Kyrion File Encoder 2.0 improves upon ATEME's renowned video encoding solution, allowing BT Vision to significantly improve visual quality without using additional bandwidth.

"We consider the availability of ATEME's second generation H.264 file encoding solution as an important milestone on our video quality improvement roadmap", said Peter Elmer, Broadband Video Services Development Manager at BT Vision.

"We are very pleased that BT Vision has approved our latest solution for its file based workflow," said Rémi Beaudouin, Product Marketing Manager for On Demand Solutions at ATEME, "We are continually improving our Kyrion File Encoder to meet the high standards of video quality expected by BT Vision and their viewers."

About ATEME:

ATEME (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) 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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