

ATEME Announces Major Customer in India for IPTV Video Transcoding

Shemaroo – One of the Biggest Companies in Hindi Entertainment – Uses ATEME File Encoder to Transcode Hundreds of Movies into H.264 for IPTV Deployment

ATEME™ SA, an acknowledged leader in MPEG-4 AVC / H.264 video compression solutions, today announced that it has partnered with Traxvision, a leading Indian systems integrator of MPEG encoding equipment, to make a significant sale to Shemaroo Entertainment Pvt. Ltd. (Mumbai).

Using the acclaimed ATEME File Encoder software solution, Shemaroo Entertainment will be transcoding hundreds of Hindi films from MPEG-2 into MPEG-4 AVC/H.264 for distribution through IPTV an VOD (Video on Demand) for Shemaroo distribution partners. H.264 will enable distribution of these films with high video quality and bandwidth efficiency.

Shemaroo has been at the forefront of the Indian Entertainment Industry for more than four decades. Acquiring and distributing various rights for Hindi films and content for distribution through cable, satellite, Internet and home video over the years, Shemaroo has evolved and emerged as a leading source of Broadcast Content for leading Entertainment Channels in India and throughout the world. In Sony Entertainment Television, Shemaroo is a joint venture partner with Sony Pictures Entertainment, USA.

“ATEME has a brand that is synonymous with the best in transcoding quality – the incredible speed of their solution has enabled Shemaroo to transcode hundreds of hours of movies a month. Thanks to ATEME File Encoder users of Shemaroo services will enjoy an unprecedented quality of experience – we are very proud to partner with ATEME in India,” said Mr. Sunil Khanna, Director of Traxvision.



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"Traxvision has been a great partner for ATEME in India – they have proven to be one of the most knowledgeable companies that we've had the pleasure to work with. Their contacts in Indian post-production and IPTV areas is what made the sale to Shemaroo possible and we are looking forward to continuing our close working relationship," said Kim Gravina, Asia Sales Manager for ATEME.

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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