

ATEME to Support 4:2:2 Contribution With MPEG-4 AVC/H.264

April 9, 2008 – ATEME™ SA (Bièvres, France), an acknowledged leader in MPEG-4 video compression solutions, today announced that its MPEG-4 AVC/H.264 video codec now includes support for the 4:2:2 profile geared towards contribution applications.

The 4:2:2 contribution profile contains twice as much chroma information compared to the 4:2:0 distribution profile (used by DVD, HDV, DV and most STBs) in order to maintain a high quality video signal through multiple stages of post-production processing. The ATEME MPEG-4 AVC/H.264 codec when combined with 4:2:2 chroma subsampling provides for high quality video with vastly improved bandwidth efficiency.

“Now that the ATEME H.264 codec supports 4:2:2, contributors no longer have to choose between sending high quality video over high bitrates, or lower quality video over lower bitrates,” said Sylvain Riviere, Executive Vice President of Marketing at ATEME, “By combining 4:2:2 with MPEG-4, it’s now possible to deliver ultra-high quality HD video content using only half the bandwidth required by MPEG-2.”

ATEME will be demonstrating its 4:2:2/MPEG-4 contribution solution at the 2008 NAB Show from April 14 through 17 at the Las Vegas Convention Center at stand SU15505.

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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