



Press Release

August 2009

FOR IMMEDIATE RELEASE

CONTACT: Pauline Lightburn

TEL: 01606 351006

ATEME keeps it pristine at IBC

IBC Preview News, Stand 1.D70, 24th August 2009 – ATEME will be demonstrating its latest solutions for the delivery of both on-demand and live delivery of content – including HD content encoding, DVB head-ends, broadcast VOD, multimedia mobile and Web 2.0 – at IBC2009 (Stand 1.D70).

The new standard in Contribution – 10-bit AVC/H.264 Encode/Decode Pair

A key attraction on the stand will be ATEME's 10-bit Hi422P solution for the growing contribution market, which enables media transmission natively from one point to another. With 10-bit AVC/H.264 encoding the content is maintained throughout IP/MPLS network as the same resolution and picture information level as at source, ensuring pristine video quality throughout as well as increasing capacity over DVB-S2 satellite feeds with two HD streams instead of just one with the legacy codec. The Hi422P 10-bit codec technology will be demonstrated at IBC2009 with ATEME's Kyrion CM4101 encoder and DR8400 decoder pair, and is part of ATEME's full portfolio of products.

Accelerating content transcoding to Multi-screens

ATEME will be demonstrating its Kyrion File Encoder (KFE 2), with Grid Computing hardware for accelerated compression of content. Grid Computing is a complete file-based processing solution that transcodes, faster than real-time, any HD or SD content into H.264 stream compliant with the major Industry Standards. For example, a two hour long HD movie can be encoded in just 10 minutes, making this the first truly effective solution for content delivery.

Turn key video head-end for broadcast and IPTV services up 1080p60

ATEME will be demonstrating its live video head-end targeted at IPTV and broadcast network services, enabling 24/7 linear content services. ATEME's encoders also support higher frame rates, such as 1080p60, providing future-proofed solutions for broadcasters and content owners alike.

- End -

About ATEME

ATEME (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.

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.

For more information please contact: Miss Pauline Lightburn on Tel; 01606 351006
Fax: 01606 351007, E-Mail: pauline@kanecomputing.com, or visit our website at www.kanecomputing.co.uk

Kane Computing Ltd

7 Theatre Court, London Road, Northwich, Cheshire, CW9 5HB