



Press Release

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FOR IMMEDIATE RELEASE

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ATEME unveils its MPEG-4 AVC High Profile High Definition Real Time Encoder

The leading video compression provider releases its best-of-breed H.264 High Definition real time encoder at broadcast quality.

Northwich, Cheshire, 27th June, 2006 – Kane Computing, the UK Distributor and Partner of AteME announced the launch of AteME's MPEG-4 AVC / H.264 real-time High Definition Main Profile and High Profile hardware encoder. ATEME's encoder achieves unprecedented video quality in an extremely compact format.

ATEME's High Definition hardware encoder is optimized to run on four devices only - a mixed architecture of Altera Stratix II FPGA and Texas Instruments TMS320C64x DSP. This results in a very compact 3-inch by 3-inch board format, allowing operators to dramatically increase HD channel density.

The 100% programmability of the design allows secure upgrade over time with the best-in-class picture quality and compression efficiency available. It provides the flexibility for implementation of any configurations at all bit rates. Unlike an ASIC approach, this future-proof and field upgradeable solution allows users to benefit from future advancements in MPEG-4 AVC as the standard reaches its full maturity.

This cost-effective encoder revolutionizes the Digital Television, IPTV, Contribution feeds and HD content backhaul markets. It is fully compliant with MPEG-4 part 10 (ISO/IEC 14496-10). Interoperability tests are routinely conducted with major industry decoder manufacturers to ensure seamless deployment and integration.

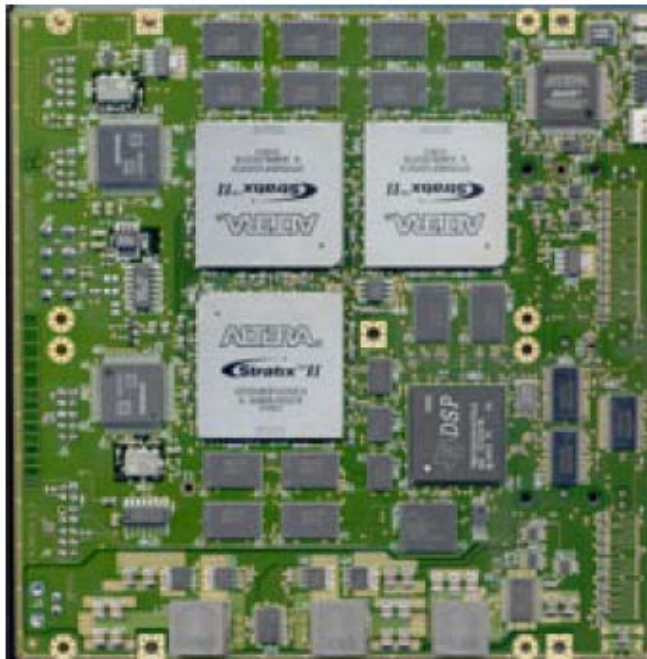
“The superior performance and signal integrity of Altera's Stratix II FPGA family coupled with ATEME's recognized expertise in MPEG-4 video compression will bring broadcasters and network operators the assurance that subscribers will enjoy the highest quality HD programs in all bandwidth conditions”, says Todd Scott, Altera Sr. Director of the Broadcast & Consumer Business Unit.

ATEME MPEG-4 AVC High Definition hardware encoder is available immediately.

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ATEME unveils its MPEG-4 AVC High Profile High Definition Real Time Encoder**About Altera**

Altera Corporation (NASDAQ:ALTR) is the world's pioneer in system-on-a-programmable-chip (SOC) solutions. Combining programmable logic technology with software tools, intellectual property and technical services, Altera provides high-value programmable solutions to over 14,000 customers worldwide. More information is available at www.altera.com.

About ATEME

ATEME (www.ateme.com) is a world-leading provider of Advanced Video Compression technology. Its Intellectual Property is available through IP cores for FPGA, DSP and PC libraries, development platforms, production-ready designs and custom services: A/V consulting, H/W design, IPs customization, S/W integration. The superior quality and interoperability of its CODECs have been widely recognized by independent studies and customers benchmarks and make ATEME the choice supplier of technology for broadcast & broadband, video security and streaming media appliances.

About Kane Computing

KCL has been providing Image Processing, DSP and high performance computing products for use in industry, education and research since 1987 and are a Texas Instruments Third Party Partner specialising in consultancy and advice on TI development tools/platforms and image processing applications. KCL have 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.

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