

ATEME encoder broadcast the « Tour de France 2007 » in HDTV on French DTV channel HD1

July 27, 2007 - Bievres, France - ATEME® has been selected for the short list of the best MPEG-4 encoder manufacturers as part of the preparation for the launch of the French High Definition DTV bouquet. This initial stage consists in broadcasting the "Tour de France" in HDTV on a DTV frequency.

The ATEME Kyrion® encoder is currently installed in the TDF (Teledifusion de France) video head-end. Kyrion encodes - in MPEG-4 - the HD native signal produced by *France Televisions*, which is a French National Broadcasting company.

Fully compatible with the existing HDTV set-top boxes already deployed throughout France, the ATEME encoder is allowing viewers to enjoy this top sporting event in HDTV from the first day of the competition.

After different bit rate tests made by *France Televisions* and TDF during the experiment, the Kyrion encoder is today configured to broadcast the signal at 8 Mbit/s. This signal is compatible with the DTV project planned for the end of 2007, with a potential of 3 HDTV channels on one terrestrial frequency.

The ATEME Kyrion encoder will be part of the future test scheduled by the French Government before the launch of the service planned for the end of 2007.

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 while simultaneously licensing its unique MPEG technology and expertise to select vendors.

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ATEME – Press Contact:

Caroline Paulin
c.paulin@ateme.com
+33 1 69 35 89 71



Kane Computing Ltd
7 Theatre Court, London Road,
Northwich, Cheshire, CW9 5HB, UK.
Tel: +44(0)1606 351006
Fax: +44(0)1606 351007/8
Email: sales@kanecomputing.com
Web: www.kanecomputing.co.uk