



# Press Release

June 2006

FOR IMMEDIATE RELEASE

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## **ATEME H.264 HD Encoder wins at French Open**

**Northwich, Cheshire, 22<sup>nd</sup> June, 2006** – Kane Computing, the UK Distributor and Partner of AteME, is pleased to announce in the UK the selection of the AteME MPEG-4-Part 10 H.264 HD Encoder by French broadcast operator “Free” to encode High Definition (HD) video of the French Open to transmit over ADSL to their Freebox subscribers.

The performance and efficiency of the AteME encoder enabled Free to transmit commercial HD broadcasts at never before achieved bit rates of 5.2Mbits/s. The average bit rate for solutions offered by the leading players in the market is 13Mbits/s.

More than 12,000 households tuned in to this service between the opening of the tournament and 4pm on Wednesday making the Freebox the most widely used range of high definition decoders in France.

Mark Guillaumet, Technology Licensing Business Manager at AteME said “he was very proud that the AteME technology won out for quality and bit rate in a direct trial with other leading HD H.264 encoder providers”.

Richard White, Managing Director of Kane Computing confirmed that this was also true in the UK, with the AteME off-line PC H.264 encoder having been selected after thorough evaluation and testing by a number of major UK players in IP-TV content generation.

As well as PC based HD H.264 video compression, AteME also sell a “best-of-breed” high definition Main Profile and High Profile broadcast quality real-time encoder optimised to run on 4 devices, a mixed architecture of FPGAs and a DSP resulting in a compact 3 inch by 3 inch board format for increased HD channel density.

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### **About ATEME**

ATEME ([www.ateme.com](http://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 Ltd**

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.

### **About Free**

Free is a subsidiary of the Ilaid Group. The Ilaid Group is a major player in the Internet and Telecommunications markets in France through its subsidiaries Free (the leading alternative broadband operator with 1,783,000 broadband subscribers as at 31/03/2006), One.Tel and Ilaid Telecom (fixed telephony operators) and Kertel (prepaid phone cards), as well as IFW (wireless local loop). The Ilaid Group was established in 1991 and currently has more than 1,000 employees. The Ilaid Group is listed on the Euronext Paris Eurolist under the mnemonic cod ILD.

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