



Press Release

November 2009

FOR IMMEDIATE RELEASE

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Ipera Technology Accelerates High-Volume Video Transcoding with Launch of Pixel Xstream v2

New Generation of Pixel Xstream Software Runs Up to 3 Times Faster than Competitive Solutions and Features Expanded HD and Professional Video Format Support

Northwich, Cheshire, 26th November 2009 – Kane Computing are pleased to announce that Ipera Technology, Inc., an advanced video processing and enhancement technology pioneer, have launched their upgraded Pixel Xstream® v2 HD and SD video transcoder software. Developed for high-volume, high-speed video processing, the new version of Pixel Xstream offers enhanced encoding options and control, as well as substantially expanded HD and professional format support, including MXF, to allow for easier integration into file-based workflows. Ipera also upgraded Pixel Xstream's patented, built-in, intelligent enhancement engine boosting the platform's speed and output quality to industry-leading levels.

The new Pixel Xstream v2 sets the standard for raw transcoding performance, running up to three times faster than any other software-based product available on any given platform. Pixel Xstream's intelligent, always-on enhancement mode removes distortions and applies visual enhancements without operator intervention, resulting in better video quality, lower bit-rates and dramatically improved productivity.

The new Pixel Xstream v2 is specifically designed to cost-effectively address the speed, quality and bandwidth requirements of online video destinations, broadcasters, and cable and telco service providers. Pixel Xstream v2 is engineered to process large volumes of simultaneous transcode and transrate operations, providing considerable quality, throughput and cost advantages that are critical to distributing growing volumes of HD source content.

Ipera has integrated Pixel Xstream v2 into the Pixel Xstream L2200 and L2200P live streaming transcoder hardware, making them ideal for delivering either video on-demand or live video content from a single appliance. This upgrade provides Ipera's customers with the flexibility to address multiple markets from one scalable platform.

"In side-by-side comparisons, the Pixel Xstream line of transcoders consistently delivers the best video quality, productivity and speed hands down. Pixel Xstream is the ultimate solution for addressing the unique, multi-format video distribution needs of any content provider," said Ian Xie, CEO of Ipera Technology.

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About Kane Computing Ltd.

KCL (www.kanecomputing.co.uk) have been supplying video development, video compression and video conversion and network management products to the Broadcast Industry for a number of years. KCL works with major suppliers of this technology including ATEME, Vitec, Skyline, Microtronix, TV One and Anystream. 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.

About Ipera Technology, Inc.

Ipera Technology (www.iperatech.com) Headquartered in Redwood Shores, Calif., Ipera Technology, Inc. leverages its patent-pending video enhancement technology to deliver extremely efficient solutions that improve the video quality of a broad range of broadcast and online video products.

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For more information please contact: Miss Pauline Lightburn on Tel; 01606 351006
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