



# Press Release

June 2009

FOR IMMEDIATE RELEASE

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## Pixel Xstream, not just another Broadcast Transcoder

June 1<sup>st</sup> 2009, Cheshire, England. Kane Computing Ltd (KCL) announced the signing of a Distribution Agreement with Ipera Technology (Ipera) of Redwood City, California, to resell their Pixel Xstream™ Video Transcoder Software in the UK and Ireland.

Pixel Xstream adds a patented video enhancement engine to the transcoding process to monitor the video being transcoded and adjust the enhancement as needed to deliver the highest quality output. Functions include reduction of artefacts, removal of noise, improvement in contrast / brightness / colour, de-interlace, scale and much more than standard transcoders do, justifying the claim that it is not just another transcoder.

Pixel Xstream is designed for next generation of internet video delivery over a variety of channels and to multiple new media platforms. Easing the pain of transcoding for video professionals, the intuitive GUI and workflow make it an easy to use and very productive post-production tool to create bitstreams for storing, uploading, downloading and streaming.

"I have a lot of experience of broadcast encoders and transcoders, and Pixel Xstream beats them all", said Richard White, Managing Director of KCL. "I am looking forward to presenting this new concept to the UK broadcast industry".

Greg Ellis, VP Business Development, Ipera explained "Ipera's breakthrough transcoder goes beyond existing transcoder solutions that degrade video bitstream quality and are cumbersome to use. Using our patented Pixel Magic® intelligent video enhancement technology, Pixel Xstream improves video bitstream quality at any rate. Video streaming companies using Pixel Xstream deliver better quality video and services to viewers worldwide and save on band-width costs".

Pixel Xstream's built-in intelligent video enhancement engine removes noise, distortion and artefacts, resulting in lower bitrates. Visual quality is boosted with sharper contrast, improved brightness, more vibrant colour and sharper edge details. Pixel Xstream also offers scaling and frame-rate conversion to produce an output bitstream at any desired frame rate and resolution.

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Pixel Xstream is claimed to provide better quality, adapting to the ingested video to provide just the right mix of enhancements, faster throughput, automatically adjusting to maximise CPU capability. It is also easy to use, with intuitive GUI and delivers lowest cost of ownership.

### **About Kane Computing Ltd.**

KCL ([www.kanecomputing.co.uk](http://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](http://www.iperatech.com)) headquartered in Redwood City, CA, focuses on leveraging its patent-pending video enhancement technology to deliver extremely efficient solutions that improve the video quality of a broad range of video-enabled business and consumer products.

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