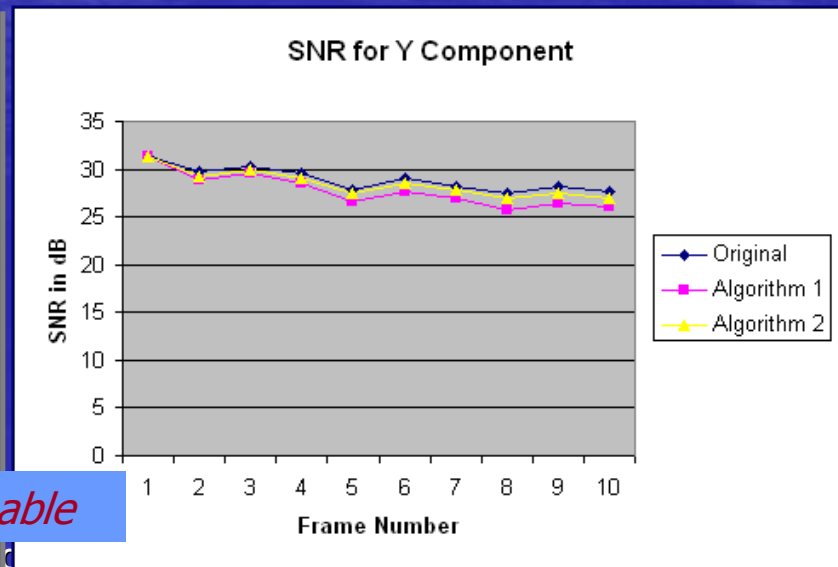
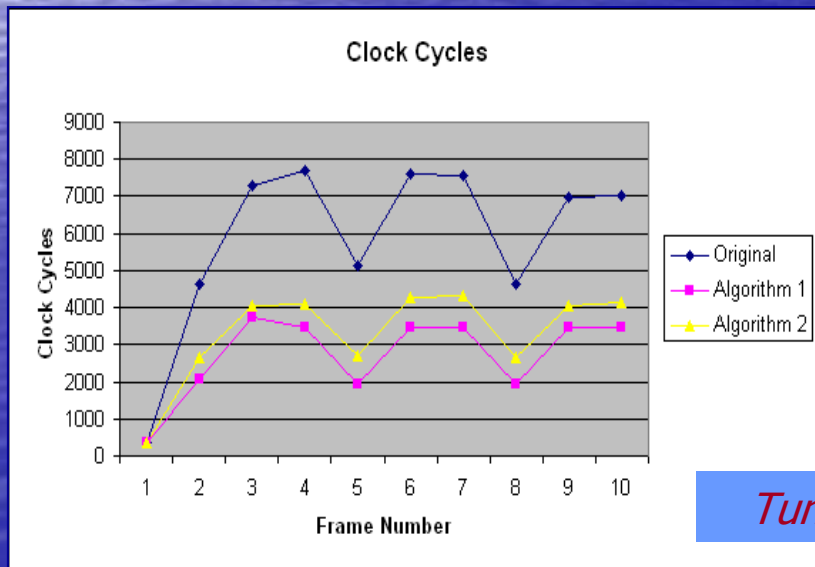


Our Technology

- High quality HD, SD and Mobile video encoding
- Dynamically Adapting Encoding™ automatically modifies bitrates to adapt to constantly changing bandwidth
- Multiple stream input/output
- **50% of typical CPU cycles at equivalent quality (higher cycle savings for H.264)**
- **More than 2/3 reduction in data I/O (significant for DSP/ASIC implementations)**



Tunable

Our Technology

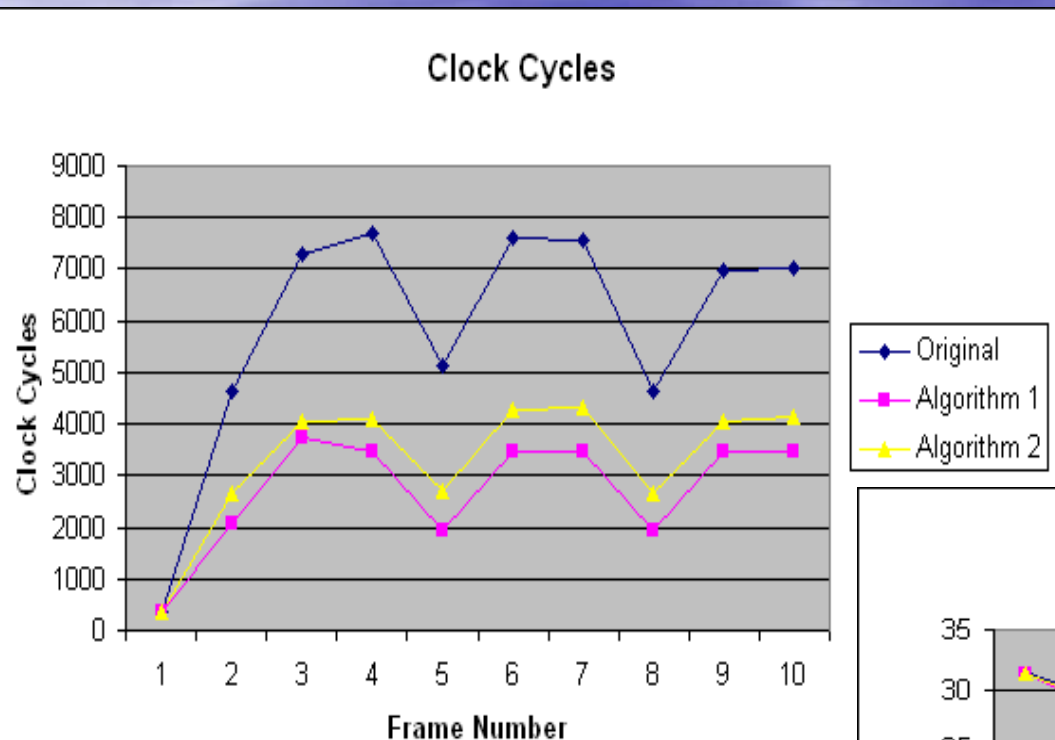
➤ ***Rate Shaping***

- Concurrent transcoding for simultaneous MPEG-2, H.264 SD, H.264 HD and Mobile distribution
- Concurrent transrating (3-6 Mbps MPEG-2 to 1.5-2 Mbps H.264) without loss of quality
- Ad insertion
- Statistical multiplexing to maximize bandwidth usage

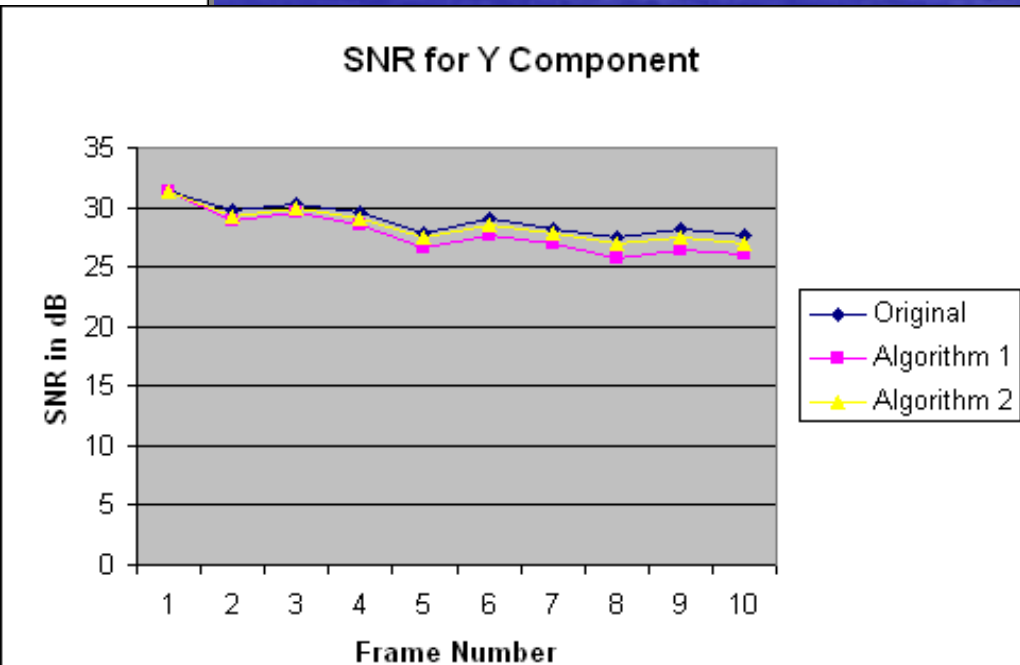
➤ ***Statistical multiplexing combined with rate shaping***

- Configurable number of parallel processing units to maximize quality or minimize resources
- Retargetable methodology
 - Software only
 - Single or multiple DSP (TI, ADI, etc.)
 - FPGA
 - ASIC
 - Verilog core for larger IC application (cellphone, military, NSA, etc.)
 - Unix, Linux or Windows platforms

Reduced Cycle Usage Benchmarks



Tunable



Reduction in Data I/O

