

## Press Release

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### Xylostream shows Ultra HD HEVC encoding with General Dynamics Mediaware at NAB booth SU10104

Xylostream Technology, the leading Ultra HD compression company has announced today that it will be showing its latest Ultra HD HEVC encoder, the Excel 4000 at the General Dynamics Mediaware booth (SU10104) at NAB 2014.

The NAB demo will also showcase how Xylostream and Mediaware are working together to demonstrate the final “missing link” of the broadcast chain from operator to viewer. Making Ultra HD content available at the best possible picture quality is the first step to completing the link to viewers’ UHD TV sets. However insuring efficient monetisation is critical to building Ultra HD premium services and hence to the roll out plans that the industry is expecting. In the demonstration, the Xylostream Excel 4000 real time encoder takes care of the compression, delivering excellent picture quality for the full Ultra HD specification, including up to 60fps and 10-bit colour depth. The demo also showcases the world's first linear Ultra HD HEVC ad insertion solution allowing either local programming or advertising to be inserted into the HEVC compressed stream.

Graham Cradock, CEO of Xylostream commented “Making Ultra HD a deployable service isn’t just about delivering real time encoding but also about ensuring that the full delivery system meets customer requirements. By joining forces with General Dynamics Mediaware we are showing how operators can deploy Ultra HD whilst maintaining business-driven operational practices used today in HD services.”

For a full demonstration of Ultra HD as it’s meant to be, visit Xylostream Technology on the General Dynamics Mediaware booth SU10104.

#### Notes To Editors

Xylostream Technology is a leader in HEVC compression focused on enabling high quality Ultra HD television through the delivery of real time, high performance encoders.

The company was established in the United Kingdom at the beginning of 2013 by broadcast industry professionals with broad experience in R&D, product development, marketing, sales and delivery across a wide range of businesses, including the compression space. The company is based at the Southampton University Science Park and is supported by the SetSquared university business incubator.

Xylostream is committed to insuring that Ultra HD is a stunning consumer experience that becomes a must have service for all leading broadcasters. In short, delivering Ultra HD as it’s meant to be.

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