

Elemental Carries Global Momentum into IBC 2012

Company and partner demonstrations showcase comprehensive multiscreen product lineup and enabling technologies

Portland, Ore. and Amsterdam, The Netherlands – September 4, 2012 – Elemental Technologies, the leading supplier of [video solutions for multiscreen content delivery](#), today announced its plans for the annual IBC exhibition at the RAI conference center in Amsterdam, September 7-11. Along with a number of industry partners, the company brings new features and an expanded product suite to this year's show to demonstrate comprehensive solutions for multiscreen video delivery.

Solutions from Elemental enable broadcasters, content programmers and service providers in more than 25 countries to deliver IP video across a wide range of applications. Highlights on the Elemental stand at IBC include:

- **Video Processing in the Cloud** – Elemental[®] Cloud is a purpose-built platform designed to securely manage high-volume, enterprise-class video solutions on Amazon Web Services (AWS) infrastructure, allowing video professionals to combine unmatched video processing solutions with the infinite scalability, elasticity and flexibility of the cloud.
- **Content Customization** – Elemental[®] Stream is a video processing system designed to segment, package and secure both live and on-demand content for multiscreen delivery, allowing for customization of video at the optimal point in the IP video delivery infrastructure.
- **MPEG-DASH** – a live MPEG-DASH streaming demonstration showcases compression and packaging technology from Elemental used in the first live public trial of DASH during the 2012 Olympic Games in London.
- **HEVC Video Compression** – Elemental H.265 encoding exhibits bandwidth reductions of up to 50% compared to H.264 – running significantly faster than the reference encoder at the same quality using standard hardware.

In addition to demonstrations on its stand, Elemental will be featured on more than ten partner stands at IBC. Highlights of Elemental's pervasive presence at the exhibition include a joint demonstration with the European Broadcasting Union (EBU) and other members of the DASH Industry Forum of the MPEG-DASH demonstration first debuted at the Olympics; a cloud-based transcoding demonstration in partnership with Amazon Web Services; direct-camera-input demonstrations with Elemental Live systems on the Espial and Irdeto stands; live protected HLS streaming in the Verimatrix stand; and DTS encoding for UltraViolet using Elemental Server on the DTS stand.

Solutions and content from Elemental are also on exhibit in partner stands including Aveco, Dolby Laboratories Inc., Screen, Sencore, Toshiba and Zappware. Elemental will exhibit at IBC in hall 7, stand 7.H37. Stop by and ask about Elemental Cloud for a chance to win an Amazon Kindle Touch – courtesy of AWS. Attendees interested in scheduling a meeting with Elemental can contact the [Elemental team](#).

About Elemental

Elemental Technologies is the leading supplier of video solutions for multiscreen content delivery. Founded in 2006 and headquartered in Portland, Oregon, the company pioneered the use of graphics processors to power adaptive video streaming over IP networks. Providing unmatched solutions for top

media and entertainment companies worldwide, including the BBC, Comcast, Eurosport, HBO and Terra, Elemental helps content programmers and service providers bring video to any screen, anytime – all at once. The company has offices in the United States, the United Kingdom, Hong Kong, Singapore and Brazil. To learn more, please visit www.elementaltechnologies.com and follow [@elementaltech](https://twitter.com/elementaltech) on Twitter.

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