PRESS RELEASE

Media Excel Integrates MPEG-H Audio Encoding from Fraunhofer in New UHD Broadcast Encoder

ERLANGEN, Germany – In advance of the launch of the world's first terrestrial 4K TV broadcast service in South Korea, Media Excel, a leading supplier of software solutions, is taking the first step in dramatically improving the audio experience of television broadcast by integrating MPEG-H Audio software from the world-renowned audio experts at Fraunhofer IIS. Media Excel's latest UHD HEVC encoder will be among the first encoders to support MPEG-H Audio real-time encoding of immersive and interactive sound.

With the launch of the 4K TV system in South Korea in February 2017, MPEG-H Audio will be the first next-generation audio system used over the air for television broadcasts based on ATSC 3.0. Broadcast professionals and consumers will benefit from the capabilities of MPEG-H, including:

- **Interactive audio:** Consumers will have the ability to adjust the sound mix to their preferences, for example choosing between different commentators in a sporting event;
- **Immersive sound:** Comparable to moving from stereo to surround sound, MPEG-H adds 3D audio components to deliver a truly immersive experience

Media Excel's UHD HEVC Encoder opens the next level of video experiences for customers of premium broadcast, cable and satellite, mobile and OTT/TVE services. The adoption of MPEG-H Audio software from Fraunhofer IIS adds advanced audio features to an already innovative encoder that meets and exceeds the rigorous demands required for UHD HEVC broadcasting.

"The integration of MPEG-H Audio software for Media Excel's encoder, represents another milestone in our continued efforts to deliver high quality implementations of advanced audio technologies to the evolving media world. MPEG-H Audio will enable professional broadcasters in South Korea to deliver premium content to end-users with next-generation audio features," said Robert Bleidt, Division General Manager at Fraunhofer USA.

MPEG-H Audio enables the delivery of streaming and TV audio at comparably low bit rates in a cost-effective manner for broadcasters and streaming services. The integration of MPEG-H by Media Excel is destined to push TV broadcast in South Korea to a new level with the interactive and immersive features.

"Media Excel strives to deliver premium video quality and products by developing and integrating the most advanced technologies for our customers. We are pleased to announce the integration of the MPEG-H Audio software for our UHD HEVC Encoder, which will allow users to experience immersive and interactive sound through live television programming," said Nikos Kyriopoulos, Product Director at Media Excel.

MPEG-H Audio is under consideration for next-generation UHDTV broadcast standards and is part of the A/342 audio candidate standard for ATSC 3.0.

For more information, visit www.iis.fraunhofer.de/tvaudio and www.mediaexcel.com.

Media Excel's UHD HEVC Encoder supports MPEG-H Audio ©MediaExcel

About Media Excel
Media Excel is the leading supplier of reliable software solutions for real-time multiscreen video encoding and transcoding. Founded in 2000 and headquartered in Austin, Texas, USA, the company has been the global leader in the development of real-time video encoding, decoding and transcoding software to distribute video over IP networks. Solutions from Media Excel provide the reliability, scalability and performance required to deliver high quality video via appliance and cloud deployment models.

For more information, contact info@mediaexcel.com, or visit www.mediaexcel.com.

About Fraunhofer
When it comes to innovative audio technologies for the rapidly evolving media world, Fraunhofer IIS stands alone. For more than 25 years, digital audio technology has been the principal focus of the Audio and Multimedia division of the Fraunhofer Institute for Integrated Circuits IIS. From the creation of mp3 and the co-development of AAC to the future of audio entertainment for broadcast, Fraunhofer IIS brings innovations in sound to reality.

Today, technologies such as Fraunhofer Cingo for virtual surround sound, Fraunhofer Symphoria for automotive 3D audio, AAC-ELD and EVS for telephone calls with CD-like audio quality, and MPEG-H Audio that allows television viewers to adjust dialogue volume to suit their personal preferences are among the division's most compelling new developments.

Fraunhofer IIS technologies enable more than 8 billion devices worldwide. The audio codec software and application-specific customizations are licensed to more than 1,000 companies. The division's mp3 and AAC audio codecs are now ubiquitous in mobile multimedia systems.

Fraunhofer IIS is based in Erlangen, Germany and is a division of Fraunhofer-Gesellschaft. With 24,000 employees worldwide, Fraunhofer-Gesellschaft is comprised of 67 institutes and research units making it Europe's largest application-oriented research organization.

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