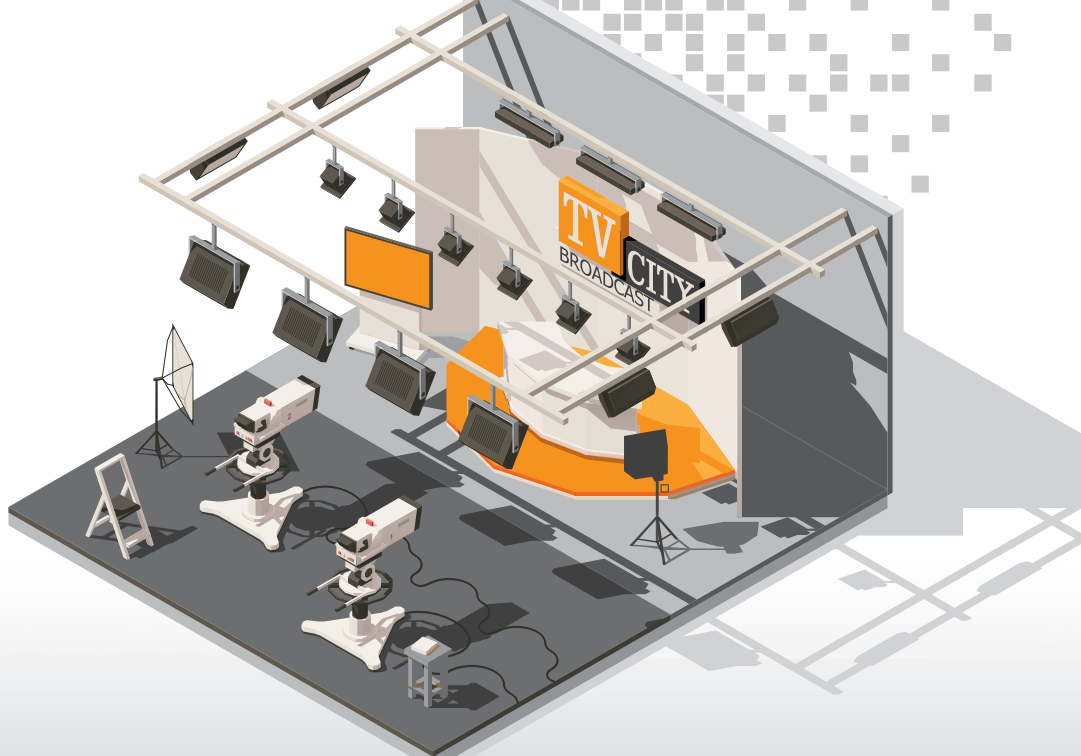




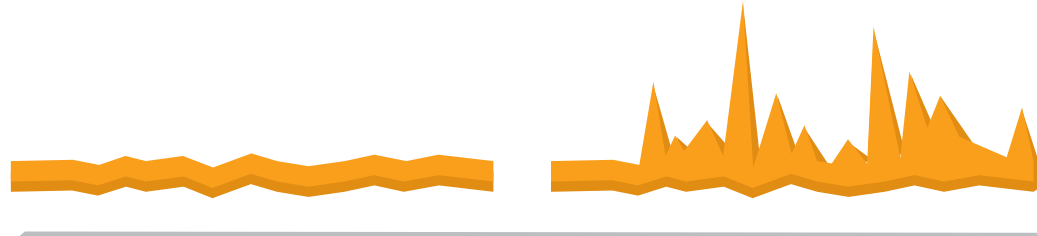
HYBRID SOFTWARE-HARDWARE TRANSCODING FOR LINEAR VIDEO DELIVERY

Quality and Efficiency at a Lower TCO



In the world of video transcoding, there is a growing trend toward the use of general purpose hardware and virtualized software to create new efficiencies. But is this approach a match for linear video workloads?

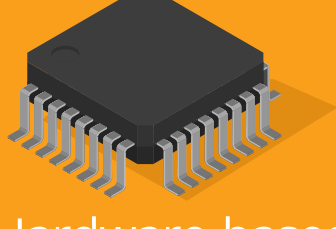
LINEAR VS. STREAMING VIDEO TRANSCODING WORKLOADS



Linear Video Transcoding - Steady-state Workloads

Streaming Video Transcoding - Intermittent Workloads

COMPARING THE CHOICES



Hardware-based Transcoding

Specialized hardware with a dedicated encoding chip designed for high-performance video compression



Software-based Transcoding

Virtualized processing pools allow flexibility for dynamic workloads

ME-7000

THE RIGHT CHOICE FOR LINEAR VIDEO TRANSCODING

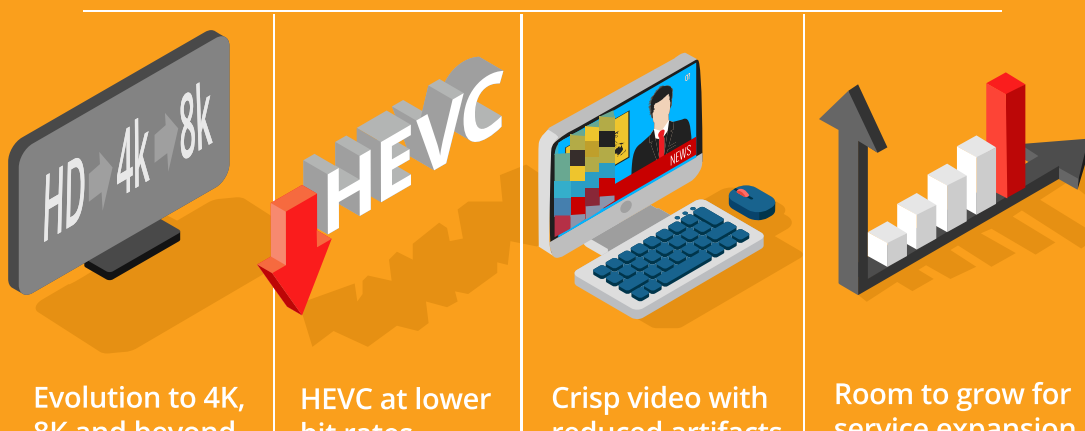
The ME-7000 combines the best of hardware and software transcoding and enables the efficient delivery of high quality linear broadcast video for IPTV, cable, satellite and OTT applications.

ME-7000 Benefits

- Less power and space required
- Increased reliability
- Improved video compression efficiency
- Lower TCO

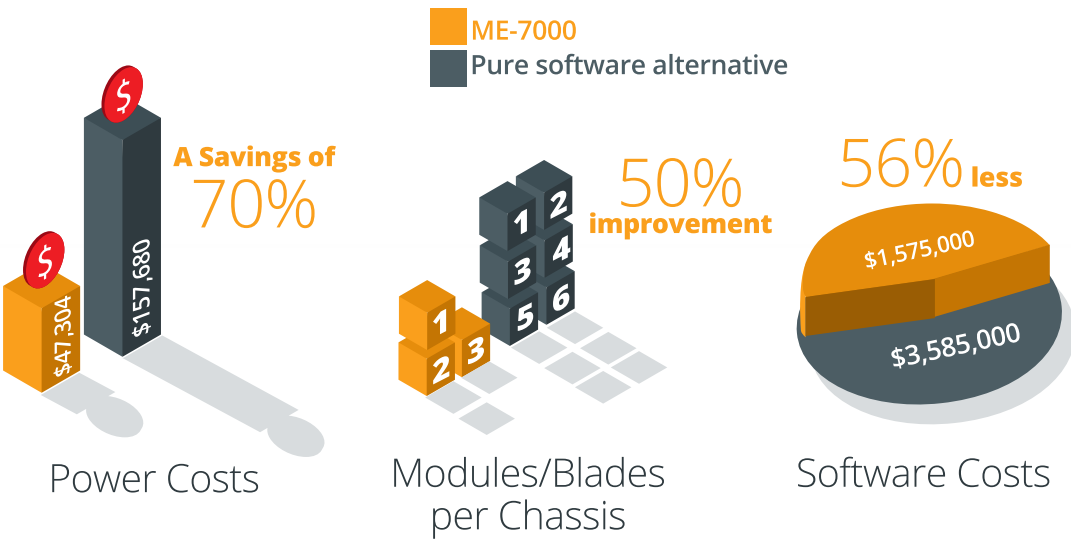


THE RIGHT APPROACH FOR HIGH QUALITY EXPERIENCES

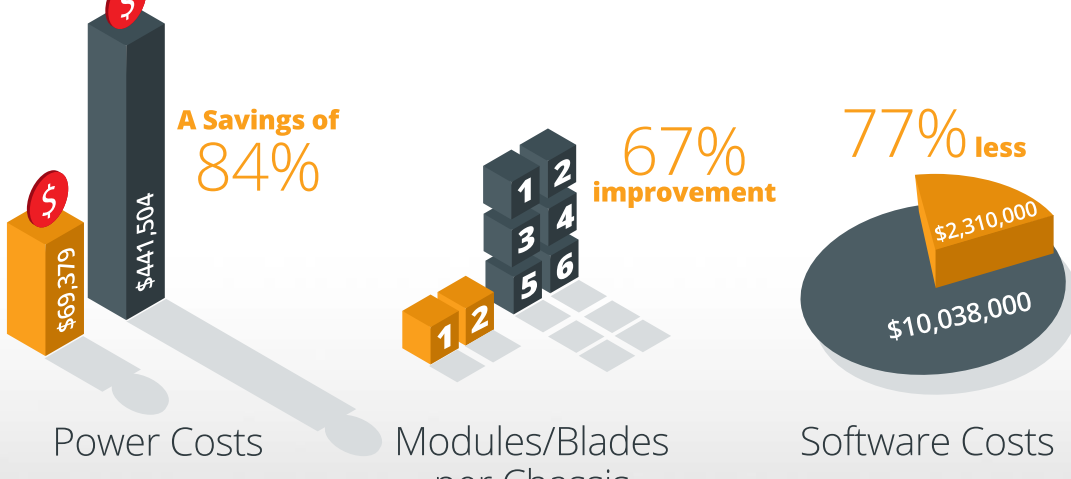


THE RIGHT SOLUTION FOR IMPROVED ROI

AVC Costs over a Five-year Period (300 Channels)



HEVC Costs over a Five-year Period (300 Channels)



Source: ARRIS TCO Model