

MainConcept’s Best in Class Encoding Platform Integrates World Class Zixi Software-Defined Video Platform (SDVP)

SCALABLE AND COST-EFFECTIVE ENCODING SOLUTION DELIVERS ULTIMATE FLEXIBILITY AND CREATIVITY FOR A WIDE RANGE OF CUSTOMERS.

HIGHLIGHTS

MAINCONCEPT INTEGRATES ZIXI

MainConcept Live Encoder leverages Zixi’s protocol to deliver reliable feeds over lossy networks

KEY FEATURES:

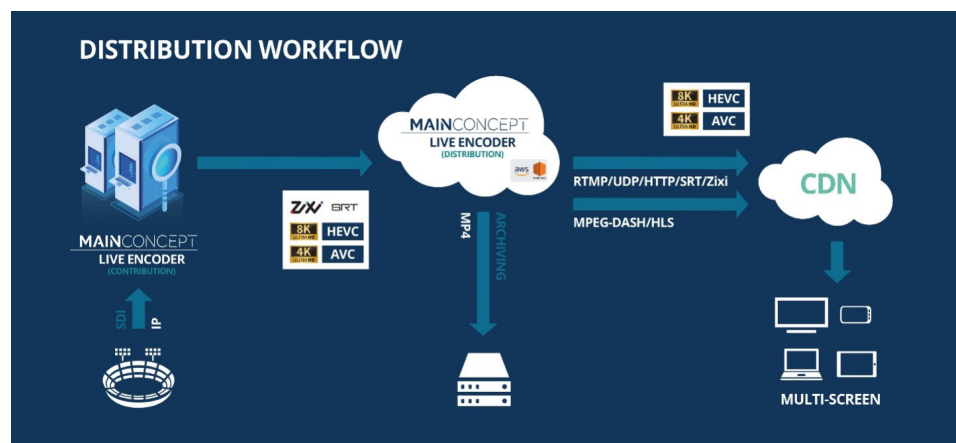
- Platform options to serve contribution and distribution applications
- Flexible input options with IP ingest and SDI capturing of up to 8K 10-bit
- AVC/H.264 and HEVC/H.265 software & hardware encoding and decoding with GPU accelerated HEVC
- MPEG-H 3D Audio encoding for Zixi, TS over UDP/HTTP, MPEG-DASH, SRT and MP4
- Zixi, MPEG-DASH, Apple HLS, RTMP, RTSP, SRT and TS over UDP/HTTP output
- CDN support for Akamai and Amazon CloudFront
- Control via web UI or flexible REST API
- Redundancy and failover management

BEST OF HARDWARE AND SOFTWARE ENCODING POWERS CUTTING EDGE WORKFLOWS

The MainConcept Hybrid HEVC Encoding technology gives customers the best of both hardware and software encoding—even using AWS EC2 instances, bridging the gap between high-quality software and fast-performing hardware encoding. Leveraging MainConcept’s market-proven algorithms for rate control and quality encoding with the processing power of NVIDIA, the MainConcept Hybrid GPU HEVC Encoder provides stunning quality at tremendous speed. Its ultra-efficient software and hybrid encoding balances the workload, eliminating the need for high-end hardware, saving not just time but also significant budget. Plus, with the future in mind, MainConcept is reducing the need for hardware upgrades as encoding technology evolves allowing it to serve a wide range of applications including OTT and digital entertainment platforms, Broadcast facilities, Medical and Healthcare, Government, Education and much more.

MAINCONCEPT LEVERAGES ZIXI TO DELIVER ULTRA-LOW LATENCY FEEDS RELIABLY

With the Zixi protocol integrated, the MainConcept encoding platform has access to the massive, global Zixi Enabled Network enabling its user to deliver feeds at ultra-low latency and at scale reliably and securely anywhere in the world. This native integration with the award winning SDVP now allows its users to leverage cost effective public networks for transporting high quality content while having access to performance metrics throughout the entire network chain, giving operators complete visibility into the entire workflow. Users can ingest Zixi feeds directly from a broadcaster into the MainConcept Live Encoder for processing into the desired OTT or Broadcast format eliminating any external conversion while the supported Zixi Push can output the encoded content directly to a Zixi Receiver or another Zixi Broadcaster for further processing and delivery.

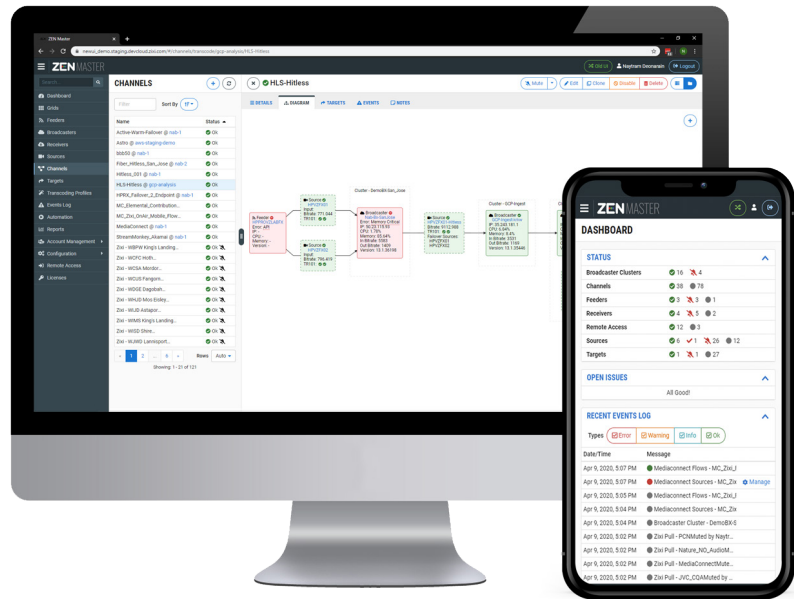


MainConcept Encoding Platform Leverages Zixi for Global Distribution



MainConcept's integration of Zixi into the platform allows content creators and distributors to leverage Zixi's industry leading video over IP technology proven with over 15+ years of experience and trusted by over 1000+ media customers in 100+ countries to deliver and contribute video to and from global markets via the cloud and take advantage of unique features such as:

- Bonded Delivery**
 Combines disparate topologies including 5G, LTE, Leased Lines and Unmanaged Internet, dynamically adjusting for fluctuating bandwidth, network congestion, packet loss and latency differences
- Network Efficiency**
 Reduces egress costs up to 30% - 50% when compared to other protocols
- Compute Efficiency**
 Reduces compute costs up to 50% by utilizing highly efficient ARM based processors
- Connection Validation**
 Industry leading security including DTLS connection security and content encryption
- Sequenced Hitless Failover**
 An improvement on SMPTE 2022-7, applies Zixi optimized alignment algorithms to re-create a single coherent uninterrupted stream out of multiple stream fragments
- Reliability**
 Enhanced stream resilience with congestion aware routing and patented dynamic forward error correction (FEC)
- Quality Optimized Delivery**
 Quality optimized delivery with content aware bandwidth shaping



Zixi ZEN Master desktop and mobile views

ABOUT MAINCONCEPT

Since 1993, MainConcept has provided best-of-breed video/audio codec solutions that fuel creativity and business globally for professional video production, multimedia, broadcast, digital signage, gaming, medical and security industries. Their software development kits, transcoding applications and plugins are used across industry verticals to meet an ever-expanding list of use cases. MainConcept is a subsidiary of Endeavor, a global sports and entertainment company.

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ABOUT ZIXI

Zixi provides the cloud based and on-premise Software-Defined Video Platform that enables reliable broadcast-quality video delivery over any IP network, any protocol, any cloud provider and any edge device. Over 15+ years, the Zixi Enabled Network (ZEN) of partners has grown to over 400+ OEM and service providers with whom Zixi serves well over 1,000+ customers representing most of the top media brands around the world with 20,000+ channels delivered daily, with 110,000 deployed instances in over 120 countries, gathering over 9 billion data points a day while delivering over 100,000 live sporting events a year.

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