

## **Vanguard Software Solutions Releases H.264/AVC Video Encoding Solutions for Blu-Ray and Internet Streaming Applications**

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LOS ALTOS - Vanguard Software Solutions (VSOFTS) announces the release of their H.264/AVC Video Encoder for Blu Ray and Internet Streaming Applications. The encoder provides industry professionals with new tools for encoding video using today's most promising video technologies: the high-end Blu Ray video standard and video streaming over the Internet.

Major entertainment players from Netflix's Movie-On-Demand to Microsoft's Silverlight are taking the plunge into streaming television and movies over the Internet and directly to your television. More and more electronics manufacturers offer Internet video streaming on products from Smartphones to Xbox 360s. Even Blu Ray discs are largely authored in BD-J, a Java application that makes it possible to store Blu Ray video information for streaming online, breaking even the physical limits of Blu Ray storage through streaming video.

But in order to take advantage of these possibilities of the streaming video revolution, developers from all sectors of the industry need new encoding solutions. For this reason, VSOFTS has developed tools to meet these unique needs.

The new features of VSOFTS's encoding solutions include:

- 100% Blu Ray-compliant video encoding. Existing applications for authoring Blu Ray discs, including Sonic Solution's Scenarist, Sony's Blue Print, and NetBlender's DoStudio, can only use video that's 100% compliant with the Blu Ray specifications. These applications will either reject non-compliant videos or re-compress them—a process which causes video artifacts in the finished Blu Ray discs. Only VSOFTS allows professionals to encode video directly up to the Blu Ray standard, resulting in the best possible quality.
- Full support for the AVC standard. By using VSOFTS, professionals can maintain a constant level of image quality when streaming videos, no matter what the playback devices or the user's level of bandwidth: the only way for developers to ensure consistent video quality in any situation.
- A streamlined interface which allows professionals to adapt quickly to the VSOFTS H.264 SDK, resulting in sharply decreased turnaround time.

"It's an exciting time in the video compression world," said Dr. Irena Terterov, founder and CEO of VSOFTS. "The television industry is finally learning what we've believed all along: that the future of television lies in taking advantage of the ability to stream video over the Internet directly to your TV. With VSOFTS's new H.264/AVC solutions for Blu Ray and Internet streaming video, we look forward, as always, to standing at the forefront of the video compression industry."

For information and pricing, please contact Felix Nemirovsky by email at [felix@vsofts.com](mailto:felix@vsofts.com) or by phone at 415.643.0944.

## ABOUT VSOFTS

Founded in Silicon Valley in 1995, Vanguard Software Solutions has been one of the pioneers of H.264 technology and solutions. VSOFTS created the video encoding tools used by some of today's most popular websites, including Myspace and Thinksmart, and virtually reinvented the way people think about video encoding. Today, VSOFTS continues its reputation as a pioneer by releasing new encoding solutions for today's most promising technologies.