

## Vanguard Software Solutions Releases vCompress Converter Lite To The Consumer Market

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LOS ALTOS – Vanguard Software Solutions (VSOFTS), a leader in engineering solutions for video compression, has released vCompress Converter Lite to the consumer market. vCompress Converter Lite is a professional quality video compression and transcoding application, and is now available for trial and purchase at [www.vcompress.com](http://www.vcompress.com).

Previous to this release, consumers and video enthusiasts had no choice but to use low-quality conversion tools for their video archiving or editing projects, despite the fact that much more powerful H.264 encoding software was available to video compression professionals. The release of vCompress Converter Lite makes professional-quality H.264 codecs available for the first time on the consumer market.

Among the features of vCompress Converter Lite:

- vCompress Converter Lite's accessible design uses an intuitive “drag-and-drop” interface, making it easy for video compression novices as well as professionals to learn.
- vCompress Converter Lite converts video for use on today's most popular consumer electronics, including iPhones and iPods, AppleTV, PS3, PSP, Xbox 360, and others.
- vCompress Converter Lite allows video files to be compressed for archiving or for streaming over online video sharing sites. Using the advanced features of the H.264/AVC profile, video files can be compressed to a fraction of their original file size while still appearing crisp and clear.
- The powerful vCompress Engine, formerly available only to broadcast professionals. The vCompress Engine allows users to easily convert their collection of video files into formats that use the H.264/AVC profile. The vCompress Engine is optimized for computers that use multi-core processing and other high-end processing methods, making vCompress Converter Lite more powerful and versatile than any transcoding software available to consumers.

“The core compression engine that powers our transcoding software has been in development for several years by an international team of experts in mathematics, Internet delivery, and video compression,” said Dr. Irena Terterov, CEO of Vanguard Software solutions. “And now we're delighted to bring this advanced technology directly to consumers with the release of vCompress Converter Lite.”

A free trial of vCompress Converter Lite is now available for download at <http://www.vcompress.com>. vCompress Converter Lite is also available for purchase for \$39.95 USD.

For media and press inquiries about vCompress Converter Lite, please contact our Media Director by email at [press@vcompress.com](mailto:press@vcompress.com) or by phone at 650.961.3098.

ABOUT VSOFTS:

Located in Silicon Valley, California and comprised of mathematicians, video compression enthusiasts, and programming and engineering experts, Vanguard Software Solutions has been

instrumental in creating tools to help broadcast industry professionals use the features of the H.264/AVC standard to their fullest extent since 1995. Currently, VSOFIS is engaged in bringing professional quality video coding technology to the consumer market.