



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

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For Immediate Release

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, versatile tools that encode video for today's most promising and popular video technologies: the high-end Blu Ray video standard as well as powerful, clear video streaming over the Internet.

Blu Ray disc authoring and Internet streaming video were two of the most thriving areas in the world of digital video applications during 2008, and neither shows any sign of slowing down. Across the board, 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, as well as streaming video directly over the Internet to your television. Consumer electronics manufacturers have begun to take advantage of the growing industry-wide momentum toward streaming Internet video, and more and more manufacturers offer Internet video streaming on products from Smartphones to flat-screen TVs to Xbox 360s. On the Blu Ray side of things, more and more Blu Ray discs are authored in BD-J, a Java application that makes it possible to store Blu Ray video information online, breaking even the physical limits of video storage within the Blu Ray disc format. Everyone in the digital video industry—from entertainment providers to electronics manufacturers to Blu Ray disc designers—is waking up to the fact that the future of video lies in streaming video from the Internet directly to consumer homes.

But in order to take advantage of all the possibilities of the streaming video revolution, these developers from all sectors of the industry need new encoding solutions that allow full use to be made of the powerful H.264/AVC standard for video compression. This was the reason VSOFTS developed its new encoding solution, one that strikes a balance between power and ease of use—as well as meets the unique needs of the new generation of media professionals in the world of Blu Ray and Internet streaming applications.

The new features of VSOFTS's encoding solutions include:

100% Blu Ray-compliant video encoding. Much of today's H.264 standard video is not compliant with the Blu Ray format. 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 and a poorer image in the finished Blu Ray discs. Only the VSOFTS solution allows professionals to encode video directly up to the Blu Ray standard with minimal loss of image quality and no damaging reprocessing, resulting in the best possible quality Blu Ray discs.

Full support for the AVC standard. By using the VSOFTS solutions, 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. VSOFTS's solutions are the only way for developers to ensure consistent video quality in any situation.

Streamlined interfaces which require much less technical support and training than existing encoding solutions. Professionals can adapt quickly to the modified VSOFTS H.264 Encoder SDK, resulting in smooth workflow and decreased turnaround time.

In short, the new solutions are powerful, versatile, and easy to use: exactly the thing industry professionals need to explore and develop this exciting area of video compression technology.

“It’s an exciting time in the video compression world,” said Dr. Irena Terterov, founder and CEO of VSOFITS. ”The television industry is finally learning what we’ve believed all along: that the future of television lies in taking advantage of high-end Blu Ray authoring as well as all the potential of streaming video from the Internet directly to your TV. With VSOFITS’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 or by phone at 415.643.0944.

ABOUT VSOFITS

Founded in Silicon Valley in 1995, Vanguard Software Solutions has been one of the pioneers of H.264 technology and solutions. VSOFITS provided the video encoding tools used by some of today’s most popular websites, including Myspace and Thinksmart, was among the first to license its HD technology to major broadcasting networks, and virtually reinvented the way people think about video encoding. Today, VSOFITS continues its reputation as a pioneer by releasing new encoding solutions for today’s most promising technologies.