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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

## **Manzanita Announces Adaptive Transport Stream Multiplexer for Real-time IP Video Delivery**

**Speeds development of professional grade solutions for ‘TV Everywhere’ distribution**

POWAY, California—November 17, 2010—Manzanita Systems, Inc., the manufacturer of essential MPEG solutions for digital television, VOD, and digital ad insertion, expands its line of [transport stream multiplexing](#) solutions with a new adaptive transport stream (ATS) multiplexer SDK. The ATS multiplexer is a real-time SDK that enables software and system developers producing encoding solutions to quickly deliver professional grade solutions for TV Everywhere distribution by integrating trusted technology from industry experts.

Adaptive streaming formats are being adopted for real-time IP video delivery in TV Everywhere services because they provide a high quality user experience at a lower cost. Content is encoded in real-time into multiple streams at various data rates. Before delivery to the consumer device, a stream is divided into segments whose length depends on the adaptive streaming format used by their device. The viewer is delivered the highest quality stream based on the available bandwidth. If the bandwidth drops, the system smoothly switches to a lower bit rate stream.

Adaptive transport streams created with the Manzanita multiplexer can be segmented into multiple parts without breaking transport stream compliance with industry standards. Manzanita’s ATS multiplexer enables an efficient ATS architecture by creating transport streams that can be encoded once at origination and then delivered to consumers in the varying adaptive formats for the plethora of consumer devices. Streams encoded at different data rates can maintain perfect audio and video time synchronization throughout the IP streaming process.

Over a decade of multiplexing reliability has solidified Manzanita as the clear choice for standards compliant transport stream multiplexing solutions. The Manzanita ATS multiplexer expands its product line with another best-of-breed software multiplexer for IP video encoding. The Manzanita ATS multiplexer is available for

Microsoft® Windows®, Linux, and Apple® Mac OS® X. For more information, please visit:

<http://www.manzanasystems.com/products/atmux-sdk.html>.

#### **About Manzanita Systems, Inc.**

Manzanita Systems is a leading provider of essential MPEG software solutions for digital television, VOD, and digital ad insertion. Renowned for adherence to standards, Manzanita's [transport stream analyzers](#) and multiplexers are indispensable tools that enable service providers, broadcasters, post-production houses, and manufacturers of digital video technologies to produce better MPEG content, workflows, and solutions. The Manzanita products are available as standalone applications and SDKs for offline and real-time applications. Learn more about Manzanita's proven solutions at <http://www.manzanasystems.com>.

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