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Envivio Delivers Mobile DTV Video Encoding for New LARCAN Mobile Plus Transmission Solution

4Caster C4² is Vital First Stage for Ensuring Highest Quality Mobile Video Transmission for Single and Multi-Channel Distribution Operations; To Be Shown Live at NAB 2010

South San Francisco, CA, USA – April 7, 2010 – Envivio Inc. today announced that its 4Caster™ C4² for Mobile Broadcast has been chosen to provide high-quality, ATSC-M/H-compliant video encoding for the new LARCAN Mobile Plus transmission system for Mobile DTV. 4Caster C4² enables the Mobile Plus system to efficiently deliver up to four Mobile DTV channels per encoder at the point of ingest. The complete system will be on display at NAB 2010 in Las Vegas April 12-15 on the LARCAN booth (SU3317). The 4Caster C4² for Mobile Broadcast can also be seen in detail at the Envivio booth (SU4302).

Scott Barella, LARCAN VP business development and technology said, “We were impressed with the performance of Envivio’s previous generation M2 M/H encoder. In designing its new 4Caster C4² platform, Envivio again anticipated the changes the market would require. The superior video quality delivered by the 4Caster C4² makes it an outstanding choice for ATSC mobile DTV applications, supplying multiple channels along with the ability to stat mux within a single 1RU chassis.”

The Envivio 4Caster C4² provides the first link in the complete transmission chain offered by LARCAN Mobile Plus. 4Caster C4² ingests the broadcaster’s baseband standard definition video and encodes it for ATSC-M/H Mobile DTV distribution, ensuring the best video quality possible within the tight bandwidth allocated for mobile broadcast. LARCAN will offer the 4Caster C4² in both a single channel configuration for broadcasters that need to deliver one channel, and a multi-channel configuration that enables broadcasters to efficiently expand their mobile presence by delivering up to four channels per 1RU encoder.

Arnaud Perrier, Envivio VP for solutions added, “LARCAN recognized that broadcasters need to do more than just make their channels available via Mobile DTV; to retain viewers broadcasters will need to impress them with a clear strong signal that carries the most impressive-looking

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video possible. The integrated solution LARCAN has assembled gives broadcasters an end-to-end Mobile DTV solution that is easy to deploy within their existing operations and ensures quality is maintained at every step in the transmission pipeline.”

The new 4Caster C4² for Mobile Broadcast builds on the proven technologies of Envivio’s widely-deployed 4Caster M2 to offer the best video quality possible within the tight bandwidth allocated for mobile DTV. Delivering four times the channel density of previous generation encoders, 4Caster C4² supports ingest of MPEG-2 or H.264 sources from satellite and terrestrial networks, as well as analog, SDI and HD-SDI sources direct from broadcast studios. Integrated statistical rate control (statmux) delivers up to a further 40% bandwidth reduction per channel for mobile broadcast networks. An available DVB-Simulcrypt interface enables comprehensive content protection with third-party conditional access systems. The flexible software architecture readily upgrades to deliver quality enhancements and to support changing requirements.

The new LARCAN Mobile Plus consists of: ingest and encoding by the 4Caster C4² for Mobile Broadcast; a mobile multiplexer/gateway from UD Cast to combine the legacy MPEG-2 transport stream and mux it together with the transport stream provided by 4Caster C4²; and a LARCAN PSIP generator designed with Triveni Digital to supply proper Service descriptions. Finally a new Mobile DTV exciter and a soon to be released ATSC mobile software module provide modulation from LARCAN’s new Pulse modulators, along with options such as GPS and Adaptive Pre-Correction.

For more information about Envivio mobile video encoding systems visit www.envivio.com or stop at NAB booth SU4302.

About LARCAN

LARCAN is a full-service broadcast solutions company that innovates, designs, and manufactures superior analog, digital & mobile television transmitters for wireless and broadcast markets worldwide. LARCAN offers end-to-end engineering solutions in solid state VHF, UHF, high power transmitters, and innovative low power transmitter / translator technologies. LARCAN specializes in a full range of “Start to Success” services, accessories, and custom solutions for the broadcast industry. For more information, visit www.larcancan.com.



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About Envivio

Envivio makes the world's video content universally enjoyable by all viewers, on any device, across any network, at any time. Since its founding in 2000 as an inventor of video encoding technology, Envivio has amassed dozens of patents, pioneered video-over-IP methods, and continually led with support for emerging technology. Today Envivio solutions deliver millions of content streams to hundreds of different styles of mobile phones, set top boxes, and PC platforms, on behalf of content owners, telecom operators, cable and satellite companies and mobile service providers in every market in the world. Deployment and support are backed by a global staff that is familiar with local technical, regulatory and market guidelines encountered around the world. Envivio is headquartered in South San Francisco, California, and has offices in New York, New York; London, England; Rennes, France; Beijing, China; Singapore; and Tokyo, Japan.

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