
ERICSSON LAUNCHES MEDIAFIRST VIDEO PROCESSING AT NAB 2016

- Ericsson creates software-defined video processing solution for ultra-high-quality encoding and video delivery to consumers anywhere
- With the recent acquisition of Envivio, Ericsson unifies technology leadership across hardware and software video processing
- Ericsson MediaFirst Video Processing is only solution to manage and support all compute environments and is deployable in private cloud, public cloud and on-premises

Ericsson (NASDAQ: ERIC) has delivered pioneering video compression expertise and technology to customers for almost 25 years. By leveraging the innovative software-driven culture and global footprint of Envivio, Ericsson has now created the industry's most complete media processing solution, Ericsson MediaFirst Video Processing.

The need to continually innovate and strive to deliver new services such as Ultra HD is precipitating an industry shift toward technologies and architectures that enable service agility, cost efficiency and the ability to transition to consumer-centric billing models.

Ericsson MediaFirst Video Processing unites a rich suite of video processing capabilities and video compression research. It compliments Ericsson MediaFirst TV Platform to create agile, cloud-centric TV experiences that delight consumers every day.

Ericsson MediaFirst Video Processing comprises three fundamental elements:

- Software-defined management and workflow to orchestrate and manage any video processing configurations and architectures that span multiple compute platforms
- An advanced suite of video coding algorithms and processing functions to build any business use case for head-end functions that deliver video with high quality and efficiency
- Support for any compute environment to give complete customer flexibility to deploy Ericsson MediaFirst Video Processing across private clouds, public clouds and on Ericsson custom platforms, enabling accelerated processing with Ericsson's video chip.

Avni Rambhia, Industry Principal for Digital Transformation, Frost & Sullivan, says: "Ericsson MediaFirst Video Processing bolsters the company's comprehensive glass-to-glass capabilities, underlining its strengths in supporting the entire media value chain with both products and services. As content companies modernize their workflows, there is urgent

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need for modular, customizable platforms which solve challenges of performance, scalability, agility and reliability while harnessing the power and flexibility of the cloud.

“As the industry gravitates towards IP-based software defined workflows, solutions like Ericsson MediaFirst Video Processing will play a critical role in helping content owners, broadcasters and service providers evolve their infrastructures for more efficient and seamless delivery of video content.”

Ericsson’s solution delivers a straightforward and consistent user experience that ensures the best media processing for an application. The solution extends network reach and service delivery capability, while reducing operational complexity, cost per service and the length of time required to deploy services to market.

Elisabetta Romano, Vice President and Head of TV and Media, Ericsson, says: “The media industry is undergoing its most disruptive period of transformation, and this has triggered huge changes in consumer expectations. By unifying the industry’s two greatest pedigrees in hardware and software-centric video processing, Ericsson MediaFirst Video Processing provides a no-compromise approach for our customers and enables them to transform functions and operations to deliver ultimate quality with real efficiency – whatever the deployment environment.

“Ericsson MediaFirst Video Processing makes transition to the cloud a secure reality while ensuring that when ultimate performance is needed, our investment in bespoke hardware remains an option for our customers. This is true innovation and we are delighted to show how we are building out our MediaFirst portfolio.”

This is the first offering as a result of the integration of Ericsson’s compression and Envivio’s software-based encoding portfolios, following the acquisition of Envivio by Ericsson in Q4 2015.

NOTES TO EDITORS

[Ericsson completes acquisition of Envivio](#)

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Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

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With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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