Beamr Launches Beamr Video 2.0 For Improved User Experience and Efficiency in Video Optimization

- *New Product Debuts Web Dashboard to Enhance User-Facing Experience*
- *Multi-Core Processing Capability Added for Increased Computing Efficiency*

(Tel Aviv, Israel) – September 10, 2014 – Beamr, an imaging technology company that powers some of the world's top web publishers, social networks and media companies, today announced the launch of Beamr Video 2.0, an updated video optimization solution for enhancing user experience and reducing video delivery costs.

Launched at IBC 2013, Beamr Video automatically reduces the bitrate of any H.264 or HEVC video stream by up to fifty percent, enabling a smoother streaming experience with reduced buffering and a faster stream start. Using a patented perceptual quality measure, the process results in increased monetization, longer viewing times, and cost savings in both delivery and storage without any change to the perceptual quality or format of the original stream. Just one year after its initial launch, Beamr Video 2.0 now offers a web dashboard for easy monitoring and control of the video optimization process, as well as multi-core processing capabilities for maximum performance and a shorter turn around time.

The new web-based user interface provides easy access for controlling and monitoring Beamr Video optimization from any web browser, and enables users to create and manage each new or existing video optimization job. With the dashboard, users can view statistics in real time about the overall and average bitrate savings across all jobs—including the progress and optimization parameters used for each job as well as the system resource utilization for CPU and memory.

"We are very proud that after four years of extensive research and development, Beamr Video has proven itself as the leading video optimization solution, cutting bitrate by up to 50 percent to result in the highest quality videos streaming as quickly as possible," said Sharon Carmel, CEO of Beamr. "With our latest product, we are taking that to the next level by adding more power and usability to enable enterprises of all sizes to save time, money and bandwidth with video optimization. Our customers are going to be very pleased with what the new tool has to offer."

In addition to the updated user interface, Beamr Video 2.0 now includes multi-core processing capabilities, which will enable the most efficient usage of computing resources. Once a user selects the number of cores allocated for processing, the tool divides the video file into multiple segments and processes them in tandem on different cores, ensuring the maximum performance and fastest turn-around times for a user's video optimization jobs. Once the optimization is complete, Beamr Video 2.0 "stitches" the segments back together to create the output file.

"With the updated user interface, we are giving Beamr Video users a way to manage all their video optimization jobs as efficiently and intuitively as possible" Carmel added. "While the product continues to enable the fastest high-quality streaming without producing any visual artifacts, we have refined our tool even further, enabling maximum computing performance and fast turn-around times for heavy duty optimization tasks."

The Beamr Video 2.0 announcement was made at the 2014 International Broadcasting Conference. To learn more about Beamr Video 2.0 at IBC, visit Beamr in Hall 3, Booth B20.

About Beamr
Beamr is an imaging technology company that works with the world's leading web publishers, social networks and media companies to enable optimal user experiences across any user device or platform. Led by serial entrepreneurs and technology experts with extensive experience in media compression and delivery, Beamr's goal is to improve the user experience and reduce the costs associated with storing and transmitting media files through its JPEGmini and

Beamr Video products. Beamr Video's patent-pending technology enables smoother streaming experiences by cutting video bitrate by up to 50 percent without compromising quality, while significantly reducing video delivery costs for distributors.

For more information, visit www.beamrvideo.com.

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