

Beamr to Showcase the Future of Content Adaptive Optimization and Encoding at Upcoming NAB Show

Bolstered by recent acquisition of Vanguard Video and infusion of funding, Beamr emerges as the preferred encoding and optimization provider for the broadcast, MSO and OTT industries

TEL AVIV & LAS VEGAS – April 13, 2016 – [Beamr](#), the global leader for content adaptive video encoding and optimization technologies powering some of the world's most prominent cloud and on-premises software workflows, will be demonstrating H.264 and HEVC content adaptive optimization and encoding solutions at NAB (The National Association of Broadcasters) 2016 show in Las Vegas, the world's largest electronic media show covering the creation, management and delivery of content across all platforms.

Visitors to the Beamr and Vanguard Video booths at NAB Show can experience how the [recent collaboration](#) will bring the most exciting and immersive experiences to market, pushing the boundaries of video imaging, encoding and optimization. Notably, Beamr and Vanguard Video offer a unique, best-in-class proposition to the market that allows a delivery roadmap for HDR (high dynamic range) video solutions, including workflow content tools and front end encoding software solutions to power the next generation entertainment experiences.

"The world's most recognized organizations and brands trust Brightcove's cloud-based video solutions to drive awareness, engagement and revenue," said David Sayed, VP Product Management, Media Technologies, Brightcove, Inc. "Video quality and delivery costs are both important to our customers. Technologies that maintain perceptual video quality while reducing bitrates, storage and delivery costs, like the solutions offered by Beamr, are important tools in the media processing ecosystem."

Available on both Intel and ARM, all major operating systems are supported, including Windows, OS X, Linux, Android and iOS. Beamr Video, the company's flagship video optimizer, utilizes a proprietary closed loop perceptual quality measure, whereby enabling unattended operation to ensure the video quality level desired is always encoded at the lowest bitrate.

Visitors to the NAB show Beamr booth (SU11902CM) will experience first hand how to:

- Reduce H.264 and HEVC bitrate by 20% to 50% without a compromise in quality.
- Generate MPEG-2 Transport (M2TS) compatible streams that can play on Cable, Satellite and IPTV set-top boxes.
- Create optimized and fully compliant Blu-ray video discs for maximizing disc capacity.

Visitors to the NAB show Vanguard Video by Beamr booth (SU11710) can explore:

- V.265 – 8/10/12-bit HEVC codec SDK with complete HDR support, compatible with Dolby Vision and HDR10.

- PACE – Parallel Architecture for Cloud Encoding, provides a significant performance boost for distributed cloud encoding.
- Live 720p60 HEVC streaming from ARM based devices using our V.265-ARM SDK.

About Beamr

Beamr is the leading provider of encoding, compression and optimization solutions for the world's top MSOs, OTT streaming service providers, Hollywood studios, web publishers, and social networks.

Beamr's flagship product, Beamr Video, represents the industry's first content adaptive perceptual quality optimizer that significantly reduces the bitrate of video streams and files without compromising quality, whereby reducing delivery costs and improving video streaming experience by reducing the bitrate's of H.264 and HEVC streams up to 50 percent.

Beamr's Vanguard digital video encoder product line includes broadcast quality H.265 and H.264 codec SDK's for x86 and ARM hardware platforms, in addition to supporting popular operating systems like Windows, Mac OS X, Linux, Android, and iOS.

Founded in 2009 by a team of leading imaging experts, Beamr's suite of high-performance video encoding workflows are scalable for both on premises and cloud implementations, and include the first commercially deployed HEVC codec SDK in the world.

The company is also the developer of JPEGmini, a wildly popular image optimization solution available in desktop and server based configurations. JPEGmini is used by the world's largest photo sharing sites, new media platforms, e-commerce websites and professional photographers to improve app loading times and website performance, in addition to reducing storage costs by 50% or more.

Beamr is headquartered in Tel Aviv with offices in Palo Alto and St. Petersburg, Russia. For more information, visit www.beamr.com or follow us on Twitter [@BeamrVideo](https://twitter.com/BeamrVideo).