



Beamr Demonstrates HEVC and H.264 Video Optimization at NAB Show, Las Vegas, April 13-16

Unique technology cuts video bitrate by up to 50%, enabling smooth delivery of HD and 4K video at unmatched quality, boosting user experience to new levels

TEL AVIV, Israel & LAS VEGAS – April 7, 2015 – [Beamr](#), the global leader in media optimization solutions, will showcase Beamr Video at the [NAB Show](#), April 13-16 in Las Vegas. Beamr Video is the only perceptual video optimizer available today, which reduces video bitrates by up to 50%, while retaining their full resolution and quality.

Beamr Cloud Service: On display at the Amazon AWS booth, #SL9016 in the South Lower Hall, Beamr will present its cloud solution, which provides fully scalable video optimization capabilities accessible via REST APIs or cloud storage integration. Beamr has been selected as one of eight partners to participate in the Amazon AWS booth, and will present a session on Media Optimization in the Cloud at the Amazon AWS Theater on Tuesday, April 14, at 1:30 PM.

Beamr Video: On display at Beamr's main booth #SU10425, South Upper Hall, visitors can experience first-hand how Beamr Video cuts the bitrate of H.264 and HEVC streams by up to 50%, significantly improving user experience for streaming video while reducing delivery costs.

"Beamr Video is used by major OTT vendors to improve user experience and reduce delivery costs," said Dror Gill, Beamr's CTO & VP Marketing. "Our H.264 and HEVC video optimization solutions are now available both on-premises and in the cloud, enabling our customers to enjoy security, scalability and performance that seamlessly integrates into their video processing workflow. We will continue to collaborate with content providers and production studios, providing them the tools they need to deliver their fixed and mobile consumers a better user experience, at lower costs."

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About Beamr

Beamr is the global leader in media optimization solutions, powering some of the world's top web publishers, social networks and media companies. Beamr offers a patent-pending perceptual video optimizer, which reduces the bitrate of H.264 and HEVC streams by up to 50%, preserving their full resolution and quality. By reducing video bitrates, Beamr enables content and service providers to distribute exceptionally high-quality video, with faster downloads and smoother streaming on bandwidth constrained connections. For more information, visit www.beamr.com.

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