

## **M-GO Partners with Beamr Video to Provide Best-in-Class Streaming Quality**

*Video Optimization Solution Significantly Reduces Streaming Video Bitrates for HD and 4K UHD While Improving the Entertainment Experience*

(Tel Aviv, Los Angeles) – January 5, 2015 – Beamr ([beamrvideo.com](http://beamrvideo.com)), an imaging technology company, and M-GO ([mgo.com](http://mgo.com)) a fast growing, premium transactional video on demand (TVOD) service and joint venture between Technicolor and DreamWorks Animation, today announced that M-GO is using Beamr Video to provide a best-in-class user experience for the company's premium streaming service.

Based on a patent-pending perceptual quality measure, Beamr Video automatically reduces the bitrate of any H.264 or HEVC HD and 4K video stream by up to 50 percent while retaining the full perceptual quality and format of the original file. Beamr's technology enables a smoother streaming experience with reduced buffering and faster stream starts, resulting in increased ARPU and higher customer satisfaction, in addition to reduced distribution costs.

"M-GO is committed to delivering premium content and the highest user experience possible over every medium and device," said Samir Ahmed, CTO of M-GO. "It is M-GO's strategy to leverage the best available technologies to address the growing bandwidth squeeze challenge. We found Beamr's technology to deliver network-friendly streams with excellent image quality, resulting in enhanced user experience and significant cost savings."

M-GO is leveraging strategic partnerships with tier-one media companies to grow its vast premium content catalog, including 4K UHD titles. Recently announced CE partnerships with Samsung and LG, along with availability on all major platforms, have also enabled the company to expand its VOD service offering.

"We have been most impressed with M-GO's technical talent and platform. Having Beamr Video integrated, enables the company to present the industry with a breakthrough in video quality and bandwidth utilization," commented Eli Lubitch, President of Beamr.

### **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](http://www.beamrvideo.com).

### **About M-GO**

M-GO, a joint venture between Technicolor and DreamWorks Animation, is a premium transactional video on demand (VOD) service. Unlike competitors, M-GO is based in Hollywood, with both technology and entertainment in the company's DNA. With stunning picture quality, smarter browsing, and the convenience of viewing across any device, M-GO delivers the very latest movie and TV releases to rent or own on demand with a deep catalogue of hidden gems and classic favorites. For more information, visit: [www.mgo.com](http://www.mgo.com).

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