

Beamr Video Optimization Solution Showcasing at IBC

Beamr Selected by Amazon Web Services to Demonstrate Scalable, Cost-efficient Cloud-based Media Optimization Solutions for OTT Streaming Workflows

TEL AVIV and AMSTERDAM – September 1, 2015 – [Beamr](#), the global leader in Media Optimization Solutions, will showcase its [video optimization solution](#) at the International Broadcasting Convention (**IBC**), September 11-15 in Amsterdam, Hall 3, Booth [3.A29h](#) in the Israeli Pavilion. In addition, Beamr was selected once again to demonstrate its [Beamr Video Cloud Service](#) at the [AWS](#) booth [14.N29](#), Hall 14, and speak at the [AWS IBC Theater](#) presenting the latest on media optimization in the cloud, on Friday, September 11, at 3:30 pm and on Sunday, September 13 at 2:30 pm.

Beamr Video, the only perceptual video optimizer available today, reduces video bitrates by up to 50 percent without loss in quality or resolution, enabling Internet content providers, network operators, on-demand video services and over-the-top (OTT) service providers to distribute exceptionally high quality video with faster downloads and smoother streaming, even on bandwidth-constrained connections.

Beamr Video Cloud Service, as the latest extension to Beamr Video, is offered as a fully scalable video optimization solution running on the AWS infrastructure. The service is accessible via REST APIs or cloud storage integration via S3, providing a cost-efficient and seamless integration into video processing workflows.

“The Beamr Video Cloud Service is expected to play a key role to enable the TV everywhere experience and content expansion outside the home,” said Dror Gill, Beamr's CTO & Vice President of Marketing. “Beamr Video software is used today by leading studio backed OTT distributors to improve user experience and reduce delivery costs. We built the Cloud Service in response to the market demand for a fully scalable solution that fits the industry transition of media and entertainment workflows to the cloud.”

Voted "Best of Show" at the 2013 IBC by TV Europe, Beamr Video will be available for visitors to experience first-hand, seeing how it reduces the bitrate of H.264 and HEVC streams without any loss in quality or device compatibility.

Follow us on [Twitter](#) to stay updated on Beamr. Media interested in scheduling on-site briefings or a pre-show preview should contact [Jerry Schranz](#).

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.

###