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### **MatrixStream introduces internet based IPTV encoders**

**Indiantelevision.com Team**

(30 May 2006 5:00 pm)

MUMBAI: MatrixStream Technologies, Inc, a technology company specialising in full integrated, end to end IPTV (Internet Protocol Television) solutions, introduced a new series, offering standard definition MPEG 4 AVC / VC-1 and a MPEG 4 AVC high definition encoder, respectively dubbed IMX4000 and IMX4500.

Most video encoders currently available on the market are not optimized for IPTV and work over multi-cast enabled networks only. However, MatrixStream's IMX4000 series digital encoders as part of MatrixStream's end to end IPTV platform resolves systems integration issues, problematic issues which previously posed enormous NRE and deployment barriers and costs, allowing broadband providers the capability to offer broadcast quality television and video related services over the public internet.

Moreover, MatrixStream IPTV encoders supports Matrixstream patent pending XMS streaming solution, optimised for 750 kbps for DVD quality streams and 2.5 Mbps for high definition quality streams – an extremely responsive with instant channel changing with multiple picture in picture and robust solution suited for high quality video deployment over any best effort broadband connection.

Also the video signal is kept all digital, resulting in an IPTV platform that rival or exceed the experience of cable or satellite TV. The IMX4000 series high definition encoders are expected to be released in Q4 2006, and will be marketed along with MatrixStream's IMX1020 1080P set top box, which shall create a complete high definition IPTV platform solution that can stream over any best

effort broadband connection without quality of service (QoS).

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