



**For Immediate Release**

## **Europe's Leading Provider of Digital Film and Entertainment Distribution Services Adopts Rhozet Transcoding Technology**

*Cost effectiveness, scalability and productivity gains put Rhozet ahead of its competitors at Arts Alliance Media*

**San Jose, Calif. (December 18, 2006)** – Rhozet Corporation today announced that its Carbon Coder video transcoding technology has been adopted by Arts Alliance Media (AAM), Europe's leading provider of digital film and entertainment distribution services.

AAM found Carbon Coder's enhanced productivity features, scalable design, as well as its cost-effective price played an important role in the company's decision to adopt Carbon Coder for its VOD and Electronic Sell-Through services. At AAM, Carbon Coders are being used in a multi-node "farm" configuration to automate and speed up the transcoding process.

"Rhozet addressed the main weakness in the workflow – transcoding speed," said Daniel Payne, digital content mastering manager at Arts Alliance Media. "With Carbon Coder, we've been able to increase our production by 50 to 60 percent. And as our production load increases, the Carbon farm easily scales to meet the demand. Carbon Coder is a valuable asset in our production suite."

"It's no surprise that AAM's concerns centered on workflow, scalability and cost," said David Trescot, CEO of Rhozet. "These are major considerations in the market that hadn't been addressed adequately until now. We're glad that AAM is able to realize such impressive results in their facility so quickly."

Rhozet Carbon Coder is a universal transcoding application that facilitates the transfer of media between acquisition, editing, playout, archive, web, mobile and more. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm. Carbon Coder provides high-performance, scalable and cost-effective transcoding for a broad range of business environments, from specialized studios to enterprise-scale installations.

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### **About Arts Alliance Media**

Arts Alliance Media (AAM), based in London, is Europe's leading provider of digital film distribution services, dedicated to building a European digital network to deliver film to the cinema, to the home and between industry players.

For more information, visit: [www.artsalliancemediacom.com](http://www.artsalliancemediacom.com).

### **About Rhozet Corporation**

The Rhozet Corporation is dedicated to providing video and broadcast professionals with accelerated high-quality media transcoding solutions. Rhozet offers both off-the-shelf and customized software configurations for the production and content delivery markets. For more information about Rhozet please contact the company at 408-432-3333 or visit the company Website at [www.rhozet.com](http://www.rhozet.com).

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