



**For Immediate Release**

## **Actimagine Chooses Rhozet for Mobile Transcoding Platform**

**San Jose, Calif. (October 2, 2006)** – Rhozet Corporation today announced that its Carbon Coder video transcoding technology has been selected by mobile video pioneer Actimagine for online transcoding. Rhozet's automated transcoding software allows Actimagine's partners to conveniently and remotely prepare full-length movies for playback on mobile devices.

Actimagine is the creator of *Mobiclip*<sup>™</sup>, a patented power-efficient software video codec that enables full motion video playback on low-power devices such as cell phones and handheld game consoles. *Mobiclip* is currently used by media companies, including Sony Pictures Digital, to provide full-length feature movies on removable memory cards for cell phones.

Actimagine chose Rhozet's video transcoding technology to support the growing amount of content being transcoded to *Mobiclip* format. "Rhozet's video transcoding technology is the perfect solution for our mobile video transcoding platform," said André Pagnac, CEO of Actimagine. "It is a fast, flexible, and cost-effective solution that helps us provide the remote transcoding services our partners in the motion picture industry need to make their movies accessible to the mobile market."

"Actimagine is breaking new ground in the expanding video world and we're thrilled that they have chosen Carbon Coder as the platform for their new mobile transcoding service," said David Trescot, CEO of Rhozet.

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 Actimagine**

Actimagine pushes the boundaries of video on mobile. Actimagine licenses *Mobiclip*<sup>™</sup>, its new patented power-efficient software video codec. *Mobiclip* delivers higher quality and higher compression while using far less CPU power than usual solution and standards. It has already been endorsed by major content studios to deliver full-length, full-screen, 30 frames per second movies on memory cards. Actimagine Corp is registered in Delaware, USA and currently headquartered in Paris, France. The company has overseas branches in Tokyo and Singapore. Customer references include Nintendo Co., Ltd, Sony Pictures Digital, Fisher Price or Sony Ericsson. For more information, please visit [www.actimagine.com](http://www.actimagine.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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