



For Immediate Release

Rhozet to Demonstrate World's Fastest FLV Encoding at NAB

Las Vegas, NAB (April 16, 2007) – Rhozet announced today that it is working with Adobe Systems Incorporated to accelerate the encoding of Adobe's Emmy® Award winning Flash® streaming media architecture. Rhozet's transcoding application accelerates the encoding of VP6 formatted video for Adobe® Flash® Professional 8 by taking advantage of multiple CPU cores within a single machine as well as multiple machines in a network. The result is the world's fastest encoding platform for creating video content for the Flash Player. This work will be previewed during the NAB 2007 Conference and Exhibition at The Las Vegas Convention Center in Las Vegas, April 16-19 at the Rhozet Booth (SL 3719).

"Flash technology has become the standard for delivering high-quality customized seamless web video experiences to millions of viewers worldwide," said Chris Hock, group product manager for Dynamic Media at Adobe. "By working with Rhozet to provide accelerated transcoding, we can help our customers spend less time encoding FLV files, process more video with the same hardware, and get time sensitive video quickly deployed on the web."

Rhozet's transcoding application, Carbon Coder, is used throughout the broadcast, web, and mobile markets. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm. Rhozet's customers include companies such as ESPN, Amazon.com, BBC News, CinemaNow, and The FeedRoom.

"The number one request we get from our customers is for faster ways to create FLV files," said David Trescot, CEO of Rhozet. "By working with Adobe, we were able to incorporate Flash technology with Rhozet's encoding products to meet this challenge."

Flash technology is a powerhouse ecosystem, which has inspired digital designers and developers worldwide to deliver rich interactive content and create lean-forward, engaging online experiences. The Flash authoring tool is used by designers and developers to create rich interactive content for web sites, interactive presentations, and mobile devices. Flash Player software provides consistent and predictable application runtime capabilities across browsers, desktops and other devices. Flash Media Server 2 is a scalable media server for streaming interactive media applications.

This accelerated FLV encoding will be available in Rhozet's Carbon Coder by early summer.

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 408-246-3338 or visit the company Website at www.rhozet.com.

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