



**For Immediate Release**

## **Broadcaster's News Department Chooses Rhozet Carbon Coder for Tapeless Production Workflow**

**Las Vegas, NAB (April 16, 2006)** – Rhozet Corporation today announced that its Carbon Coder video transcoding technology has been chosen by BBC News as an extension to their tapeless news production system. This system is used by up to 200 journalists each day to transcode the large volume of media that is being generated by the department. Carbon Coder was chosen for media transcoding due to its transcoding speed, extensive format support and its cost-effectiveness.

Carbon Coder relieves a major production bottleneck with its ability to quickly transcode video content for web, mobile and cable channel broadcasts and to facilitate cross-platform, cross-format, video and audio file distribution amongst the news team's content creators. This content is coming from a variety of sources including video generated at BBC News, incoming video files from Reuters and the European Broadcasting Union (EBU), and eyewitness video recorded by the public on mobile phones and other consumer devices.

While the broad format support found in Carbon Coder makes it possible for the broadcaster to access, share and use a variety of material efficiently, Carbon Coder's comprehensive API allowed the production team to rapidly integrate it into their existing workflow.

"BBC News is a perfect example of the modern news production facility that is managing a wide variety of input media in a timely and cost-effective manner," said David Trescot, CEO of Rhozet. "We're delighted that Rhozet Carbon Coder is part of the department's workflow."

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 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](http://www.rhozet.com).

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