



**For Immediate Release**

## **The FeedRoom Selects Rhozet Carbon Coder for its Growing Video Transcoding Needs**

*Broad format support, scalability and productivity gains available through the Rhozet platform were key drivers in the selection versus competitive technologies*

**Santa Clara, Calif. (February 15, 2007)** – Rhozet Corporation today announced that its Carbon Coder video transcoding technology has been adopted by The FeedRoom, a leading provider of online video solutions for some of the world's largest corporations, publishers and government agencies including Wal-Mart, General Motors, Intel, The New York Times, Sun Microsystems, USA Today, Meredith Interactive, McGraw-Hill and The Pentagon Channel.

At The FeedRoom, Carbon Coder is being used in a multi-node “farm” configuration to automate and speed up the transcoding process to meet the demands of The FeedRoom’s growing business. Since the adoption of online video is reaching critical mass and The FeedRoom’s customers are leading the way in showcasing the potential of this medium for enhancing communication and driving revenue, The FeedRoom requires the latest technologies to meet this demand. Extensive format support, scalable design and fast transcoding speed were key incentives for the engineers at The FeedRoom in selecting Carbon Coder for their video transcoding needs.

“As leaders in turnkey online video solutions for the last 7 years, having a scaleable and reliable encoding solution is key to our business strategy. Rhozet delivers a powerful enterprise solution with high availability that helps the FeedRoom maintain its leadership position in both corporate and media video solutions,” said Steve Gittleson, FeedRoom’s Chief Technology Officer.

“The FeedRoom is a perfect example of the modern video communications company that combines video broadcasting know-how and new broadband technologies to transform the business communications landscape,” said David Trescot, CEO of Rhozet. “We’re thrilled that Rhozet is a part of The FeedRoom solution.”

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 The FeedRoom**

The FeedRoom, the leading broadband video communications company, enables clients to communicate more effectively with video online. With end-to-end technology solutions, media and marketing services, and content production, The FeedRoom's unique one-stop-shop serves corporations, media companies, and government agencies. Customers like Wal-Mart, General Motors, Intel, The New York Times, Sun Microsystems, USA Today, Meredith Interactive, McGraw-Hill, and The Pentagon Channel already use The FeedRoom's broadband video products to communicate with the media, consumers, partners, investors, and other key stakeholders. For additional information, please visit <http://www.feedroom.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 408-246-3338 or visit the company Website at [www.rhozet.com](http://www.rhozet.com).

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