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## **Inced Media Partners with Rhozet Corporation To Provide VOD Encoding Production Solution**

Los Angeles, California and San Jose, California, September 29, 2005. Los Angeles-based Incited Media, LLC has partnered with San Jose-based Rhozet Corporation to provide a complete event based encoding service solution. The partnership between Incited Media's production services and Rhozet Corporation's software transcoding solutions provide a cost-effective event encoding service solution for companies looking for a rapid and reliable turn around of their streaming content for the Internet. With this solution, companies seeking to extend coverage of their event into the online environment no longer have to pay the large overheads of maintaining dedicated event production staff and encoding equipment

The 2005 MTV Video Music Awards which broadcast live on August 28, 2005 from South Florida was the first partnered project for the two companies. Incited Media provided the on-site production engineering for the VMAs while Rhozet provided its Carbon Farm, a fully scalable, multi-processor ingest and transcoding solution, for the rapid encoding of streaming video. Using Carbon Farm, Incited Media encoded streaming content, into processor intensive 300 and 700 kb/s streams, at over four times faster than real-time, finishing the three-hour program in less than one hour. This quick turnaround allowed MTV to provide clips from the 2005 Video Music Awards on its recently launched MTV Overdrive broadband network fifteen minutes after the live event.

"Incited's dedication insures that the quality of their work is of the most professional level and that the job gets done no matter how long it takes," says Emanuel Parisi, Encoding Manager for MTV Networks.

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### **About MTV Networks**

MTV Networks, a division of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, mtvU, VHI, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, MTV INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 12 digital services, all of which are trademarks of MTV Networks. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.



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### **About Incited Media, LLC**

Incited Media is a Los Angeles based production services company specializing in streaming media. Incited services include on-demand encoding, live streaming, video production and DVD creation. For more information about Incited Media's services please contact them at 323-935-3482 or visit our website, [www.incitedmedia.com](http://www.incitedmedia.com).

### **About Rhozet Corporation**

San Jose-based Rhozet Corporation is dedicated to providing video and broadcast professionals with high quality, innovative and custom designed video transcoding solutions. Rhozet's commitment to delivering dependable, custom designed solutions to customers is the cornerstone of its continued growth in the video industry. For more information about Rhozet please contact the company at 408-432-3333 or visit the website, [www.rhozet.com](http://www.rhozet.com).

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