



**For Immediate Release**

## **Rhozet Helped Deliver Video-On-Demand of Live Earth Concerts**

**Santa Clara, Calif. (July 10, 2007)** – Rhozet Corporation's Carbon Coder video transcoding solution was used by Los Angeles-based production company Incited Media to deliver video-on-demand presentation of last weekend's Live Earth concert series. Concerts were held July 7, 2007 in Hamburg, Johannesburg, London, New York, Rio de Janeiro, Shanghai, Sydney and Tokyo, and through the around-the-clock efforts of Incited Media's production team performances of more than 100 music artists, including Black Eyed Peas, Madonna, The Police and Kayne West, were available immediately to a worldwide audience at [www.LiveEarth.MSN.com](http://www.LiveEarth.MSN.com).

Incited Media was hired to provide webcast management services for Live Earth by Control Room, the leading global provider of live digital entertainment and the company in charge of producing the event. To help Incited Media bring on-demand viewing to people around the globe as soon as possible, the company used the Rhozet Carbon Server for immediate transcoding of concert footage. Incited Media used Rhozet's Carbon Server to control a network of Carbon Coder transcoding nodes. This transcoding "farm" enabled Incited Media to create multiple video-on-demand files at the fastest possible speed. Incited Media production staff was on site at the event and will rapidly encode the live broadcast into high-quality Flash and Windows Media streams at a variety of data rates at over four times faster than real-time.

"Rhozet makes it possible for us to deliver the multiple format support and fast turnaround for on-demand viewing that live events on this scale require," said Ben Rolling, co-founder of Incited Video. "VOD production that used to take a few days is now accomplished in a few hours with Rhozet's Carbon technology."

Live Earth used the global reach of music to engage people on a mass scale to combat climate crisis. Live Earth was a 24-hour, seven-continent concert series that brought together more than 100 music artists and two billion people to trigger a global movement to solve the climate crisis. Live Earth reached this worldwide audience through an unprecedented global media architecture covering all media platforms - TV, radio, Internet and wireless channels. Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection, The Climate Group and other international organizations to drive individuals, corporations and governments to take action to solve global warming.

"We're proud to have played even a small part in such an important worldwide event," said David Trescot, CEO of Rhozet.

Rhozet's Carbon Server manages any number of Carbon Coder transcoding engines to greatly accelerate the conversion of media from one format to another. Carbon Server allows for automated processing of high-volume transcoding tasks, managing job distribution, job prioritization, load balancing, FTP transfer, status monitoring, and job notification. All interaction with the server software is through an administrative Web interface that can be conveniently accessed from remote machines.

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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).

### **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 the company at 323-935-3482 or visit [www.incitedmedia.com](http://www.incitedmedia.com).

### **About Control Room**

Control Room, the #1 provider of live digital entertainment, and executive producer of the upcoming worldwide Live Earth concerts, provides a digital platform for artists to share the experience of live music and enables artists to connect with their fans online. Control Room offers more than 500 million people worldwide access to concert broadcasts of their favorite artists. Its multi-partner network provides unprecedented reach for live offerings through broadband, television, digital movie theatres and mobile phones throughout the U.S. and the world. Additional information can be found at [www.controlroom.com](http://www.controlroom.com).

### **About Live Earth**

Live Earth is a monumental music event that will bring together more than 2 billion people on July 7, 2007 to combat the climate crisis. Live Earth will stage concerts in New York, London, Sydney, Tokyo, Shanghai, Rio de Janeiro, Johannesburg and Hamburg, and will feature more than 150 of the world's best music acts – a mix of both legendary music acts like The Police, Genesis, Bon Jovi and Madonna with the latest headliners like Kanye West, Kelly Clarkson, Black Eyed Peas and Jack Johnson. Live Earth's 24 hours of music across 7 continents will deliver a worldwide call to action and the solutions necessary to answer that call. Live Earth marks the beginning of a multi-year campaign to drive individuals, corporations and governments to take action to solve the climate crisis. Live Earth is partnering with the Alliance for Climate Protection, The Climate Group, Stop Climate Chaos and other international organizations in this ongoing effort. Live Earth was founded by Kevin Wall, CEO of Control Room, the company producing the concerts globally. Former Vice President of the United States Al Gore is the Chair of the Alliance for Climate Protection and a Partner of Live Earth.

Exclusive online media partner MSN is helping Live Earth reach people in every corner of the globe. Official Live Earth concerts will be streamed live at <http://liveearth.msn.com>. MSN's 39 localized web portals worldwide attract 465 million monthly users. smart is the world's only automaker serving as an Official Partner. Unlike any other vehicle, the new smart fortwo combines a modern, individual lifestyle with environmental protection by setting the standard in urban mobility and offering the lowest CO2 emission of any vehicle on the market. smart responds to environmental demands with innovative, technologically sound solutions and as a result produces positive and credible answers to the question of ecological driving. Philips, as the world's leading lighting supplier, joins Live Earth as an Official Partner. Philips was the first to introduce the energy saving light bulb in 1980 and has put environmental product improvement at the heart of its business with its EcoDesign program since 1994, increasing its green product range year by year.

Live Earth is partnering with companies on a local level who share the commitment to helping people live a more energy efficient lifestyle. PepsiCo, an Official Partner of Live Earth, is committed to making a difference with eco-friendlier packaging, energy and water conservation and waste reduction. It's all part of PepsiCo's commitment to Performance with Purpose — to do better by doing better. Esurance, the direct-to-consumer personal auto insurance company, joins Live Earth as an Official Sponsor and is the latest extension of Esurance's efforts to conserve energy and preserve the planet's precious resources. For more than seven years, Esurance policyholders have helped save thousands of trees by buying their auto insurance online and using electronic documents. An official partner of Live Earth, The Absolut Spirits Company, Inc., a subsidiary of V&S Group, produces and markets ABSOLUT® VODKA, Level™ Vodka, FRIS® Vodka, Plymouth™ Gin and Cruzan® Rum. The Absolut Spirits Company focuses on reducing the impact on climate change, sustainable agriculture and optimizing use of natural resources as mandated by V&S Group. To view details on the company's efforts to combat global warming, visit [www.vsgroup.com](http://www.vsgroup.com) and click on "Corporate Responsibility/Environment." Intelsat, the leading provider of fixed satellite services worldwide, is the official satellite capacity sponsor to Live Earth, providing the global high definition infrastructure for an unforgettable viewer experience. Intelsat connects the planet to Live Earth through its network of 52 satellites and global terrestrial facilities. For more information, visit [www.liveearth.org](http://www.liveearth.org) or [www.liveearth.msn.com](http://www.liveearth.msn.com).

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