



**For Immediate Release**

## **KREN-TV Chooses Rhozet Video Transcoding Technology for New State-of-the-art Production Facility**

**San Jose, Calif. (November 28, 2006)** – Rhozet Corporation today announced that its Carbon Coder video transcoding technology has been chosen by KREN-TV, an affiliate of The CW television network, for use in its new tapeless production facility. Carbon Coder dramatically accelerates production workflow to help KREN-TV produce its daily live HD newscasts.

At KREN-TV, multiple Carbon Coders are being used in a “farm” configuration to automate the transcoding process for the team of news editors, online editors and producers. Video is transferred from Grass Valley Edius editing stations, stored on an Omneon MediaGrid active storage system, and then automatically transcoded by Rhozet for on-air HD playout on an Omneon Spectrum playout server. The same transcoding system also provides transcoding for KREN’s web video needs.

“Rhozet is instrumental to our new production process,” said James Ocon, chief engineer at KREN-TV. “Carbon Coder is like a Lamborghini – it drives the process of preparing video, from start to finish, extremely fast and with precision.”

“We’re very pleased KREN-TV chose Carbon Coder,” said David Trescot, CEO of Rhozet. “Carbon Coder is an efficient and effective transcoding solution for KREN-TV’s HD production and broadcast requirements.”

The new 8,500-square-foot all-digital facility also houses KAZR-TV, an affiliate of Azteca America that will use Rhozet Carbon Coder for its one-hour HD newscast. This will be the first HD newscast produced in the U.S. for the Spanish-language network.

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 KREN-TV**

KREN-TV/Channel 27 in Reno is an affiliate of The CW television network. The latest technology has been used to create their new 8,500-square-foot all-digital facility. Employing native 1080i High Definition equipment, the studio will be the home of two live HD newscasts and will be the first in Reno to provide locally-produced HD news. The KREN facility has been nominated for Broadcast Engineering magazine’s Excellence Awards for outstanding engineering design. KREN-TV is owned by Pappas Telecasting Companies, the largest privately-held, commercial television broadcast group in the United States in terms of U.S. Household coverage as defined by Nielsen Media Research. The company owns 27 stations, including market-leading FOX, The CW, ABC, CBS, Azteca America, and MyNetworkTV affiliates, and operates four other stations pursuant to local marketing agreements, in most regions of the United States.

### **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 408-432-3333 or visit the company Website at [www.rhozet.com](http://www.rhozet.com).

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