



For Immediate Release

Makeni Chooses Rhozet Technology for Online News Delivery

Carbon Coder's comprehensive API allows Makeni to customize interface and management tools for better control of delivery times resulting in more up-to-date news content for media outlets in the UK and Ireland

London (IPTV World Forum) and Santa Clara, Calif., March 6, 2007 – Makeni, as the strategic media encoding partner of The Press Association, the national news agency of the UK and Ireland, has selected Rhozet Carbon Coder as the engine driving transcoding and delivery of video content.

"Carbon Coder plays an important role in our growing transcoding infrastructure, delivering unique video content to major UK and European ISPs and newspaper websites," said Philip Haggar, managing director at Makeni. "From the first time we spotted Rhozet at IBC, we liked what we saw - especially the way Carbon Coder had been built with a comprehensive API."

The Carbon Coder API allows Makeni's team to create custom user-interfaces for journalists, technicians and managers. This customization changes the way the entire operation is managed, allowing The Press Association to have detailed 24/7 visibility and control of encoding priorities and therefore better control of delivery times to their clients. With Carbon's efficient use of multiple-CPU servers, this means that news bulletins can now carry more up-to-date content and still be ready in time for deadlines.

"We've had experience with many encoding and transcoding tools, and frankly had tried to code around their limitations, but eventually you reach the point where you just need the system to work. Well, Carbon Coder does." added Mr. Haggar. "We operate Carbon Coder 24/7, across multiple servers, allowing us to deliver to our clients a variety of different outputs – and not just encoded video, but accompanying metadata and graphics, and even integration with existing Content Management Systems."

Richard Aylmer-Hall, editorial IT business manager for The Press Association added, "We are impressed by the efficiencies that Rhozet Carbon Coder will bring to the production of our video-based services for our media and internet industry customers. We will save time in the studio as well as in the transcoding process, and have clear workflow visibility while jobs are processed."

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.

About Makeni, Ltd.

Makeni provides digital media solutions that help clients deliver to their customers. Using extensive broadcast, streaming and programming experience, Makeni builds easy-to-use software that manages webcasts, in-store media and content delivery systems - from anywhere in the world. Based in the UK, Makeni has implemented high profile projects for clients

such as the European Parliament, the Press Association, Telegraph Media Group and Cisco. For more information contact at +44 (0) 870 350 0850 or visit the website at www.makeini.com.

About Rhozet Corporation

Santa Clara, Calif.-based 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 +1 408-246-3338 or visit the company website at www.rhozet.com.

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