



For Immediate Release

Rhozet Demonstrates Accelerated Multi-Machine VC-1 Encoding

Las Vegas, NAB (April 16, 2007) – Rhozet announced today that it will demonstrate accelerated multi-machine VC-1 encoding at the NAB tradeshow this week in Las Vegas. This transcoding is based upon the just-announced Microsoft VC-1 Encoder SDK, which will bring both improved quality and performance to the VC-1 tools market. The Microsoft SDK will be released later this year and is being previewed by Rhozet in booth SL3716. The accelerated VC-1 encoding takes advantage of both multiple CPU cores within a single machine as well as multiple machines in a network. Long transcoding tasks are split into segments which are distributed to different machines for encoding and then spliced together to create final output. This greatly accelerates the process for creating very high-quality VC-1 content for broadcast, web, or HD disc production.

“Microsoft is pleased to be working with Rhozet to demonstrate how our new VC-1 encoder technology offers significant quality and performance improvements to enterprise-level applications such as Carbon Coder,” said Tim Harader, senior business development manager, Core Media Processing Technologies, Microsoft Corp. “Integrating our VC-1 encoding engine with the Rhozet multi-machine distributed processing technology delivers a valuable combination of speed and high quality.”

Rhozet’s transcoding application, Carbon Coder, is used throughout the broadcast, web, DVD and mobile markets. Carbon Coder can run as a stand-alone application or as part of a multi-node, fully-automated rendering farm. Rhozet’s customers include companies such as ESPN, Amazon.com, BBC News, CinemaNow, and The FeedRoom.

“Microsoft’s upcoming high-performance and high-quality VC-1 Encoder SDK allows us to meet the demanding quality and performance needs of our broadcast and web customers,” stated David Trescot, CEO of Rhozet.

The accelerated VC-1 encoding is expected to be available in Rhozet’s Carbon Coder by early fall.

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.

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