

**PRESS RELEASE**



## **ANEVIA ADDS HEVC CAPABILITY TO ITS VIAMOTION OTT VIDEO SYSTEM**

Amsterdam, Netherlands, September 13, 2014 – Anevia announces that its award-winning ViaMotion multiscreen over-the-top (OTT) video system now supports the H.265 HEVC (High Efficiency Video Coding) next-generation data compression standard. This support covers all OTT protocols including MPEG-DASH (Dynamic Adaptive Streaming over HTTP).

Designed as a successor to the established H.264/MPEG-4 standard, HEVC offers up to twice the data compression ratio used in H.264 at the same level of video quality. HEVC can alternatively be used to provide substantially improved video quality at the same bit rate. It uses a range of powerful tools including more precise intra prediction, motion compensation and motion-vector prediction to achieve an encoding and decoding protocol which can be used for all standard-definition and high-definition video scanning resolutions currently in common use. HEVC is also designed to be compatible with future television distribution resolutions such as 4K and 8K ultra-high-definition for viewing on compatible devices.

“This new advance equips ViaMotion not just for today’s marketplace but well into the foreseeable future of the broadcast marketplace,” says Anevia CTO Damian Lucas. “It gives video content producers, owners, publishers and playout service-providers the ability both to store and to deliver programs with the greatest possible data efficiency. Anevia remains at the forefront of innovation, offering its customers the latest technology with which they can deliver a higher quality video experience to subscribers using household, desktop or mobile viewing devices.”

Flagship of Anevia’s ViaMotion family is the ViaMotion Plus. In a single software-based solution ViaMotion PLUS handles all the packaging, streaming and recording necessary for the preparation and network delivery of media streams to a range of targeted devices. ViaMotion Plus includes support for third-party encoders, content delivery networks and digital rights management systems.

### **About ANEVIA**

Anevia ([www.anevia.com](http://www.anevia.com)) is a leader in the creation of software infrastructures for the delivery of live television and video-on-demand services. Founded in 2003 by the developers of the VLC media-player, Anevia has pioneered the development of video content delivery networks which give television viewers wide freedom of choice in what, when and where they watch. Anevia products are used successfully in markets such as broadcasting, tier 1 and tier 2 telecommunications, and in many private and public companies. Headquartered in France, Anevia is a globally active company with regional offices in the USA, Brazil, Dubai and Singapore. Anevia is a public listed company on Alternext (Euronext NYSE – Ticker code: ALANV)