

PRESS RELEASE



ANEVIA VIAMOTION 3.4 SUPPORTS THE LATEST CAVENA TECHNOLOGIES

Paris – September 05, 2013 – Anevia, a leader in video streaming and infrastructure solutions for OTT, live TV and video-on-demand (VoD), today announced that its newly released ViaMotion Plus 3.4 now supports the latest CAVENA technologies allowing all subtitles – including non-Latin characters – to be natively supported through OTT protocols.

Currently, DVB-SUB is the main protocol used by providers to manage non-Latin characters on IPTV. While its method of sending characters as bitmaps works well for the IPTV ecosystem, it proves incompatible with OTT protocols: specific OTT players still have to get involved in order to manage those bitmaps, often by deriving OTT standards themselves. On the other hand, when dealing with a language that only uses Latin characters, DVB-TXT turns out to be the preferred protocol as it provides true text as a subtitle source for packaging.

With its decision to make DVB-TXT reach out to Unicode format, Cavena is solving the protocol compatibility issue so that every existing character out there can be supported through DVB-TXT. This is also why Anevia has designed the 3.4 version of its ViaMotion suite of head-end servers to natively support the DVB-TXT protocol and transcode it into TTML and WebVTT formats.

“This move bears further witness to Anevia’s ability to deliver innovation in a fast paced environment”, explained Christelle Faure, COO at Anevia. “Our strategic commitment to extend Anevia’s leadership on the OTT market is stronger than ever.”

About ANEVIA

Anevia (www.anevia.com) is a leader in the creation of software infrastructure 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.

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