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## Motorola GT-3 Brings Record-Breaking Processing Power and High-Quality Multi-Screen Video Experiences to Asia

Showing for the first time in Asia, Motorola GT-3 brings unprecedented channel density for Asian TV service providers; making multi-screen video delivery simple and cost-effective

BEIJING – March 21, 2013 at CCBN 2013 – [Motorola Mobility](#) is bringing its record-breaking transcoder to the Asian market for the first time. Showing at CCBN, Beijing, 21 – 23 March 2013, the Motorola GT-3 will be on display throughout the three-day event at Motorola's stand in Hall 3, Booth 3203.

[Motorola Mobility's GT-3 Multiple Bit Rate \(MBR\) Transcoder](#) brings rich multi-screen video quality and channel density to service providers. It is the first device that can process three billion pixels of video content per second - dramatically exceeding traditional server-based MBR transcoders. Its introduction represents an unrivalled opportunity for Asian service providers to deliver better quality TV experiences on any device, over managed and unmanaged networks.

### Key Benefits for Service Providers

- First, Motorola GT-3 enables a broader selection of video data rates and resolutions to match the dynamic bandwidth of unmanaged networks;
- Second, its efficiency in video compression can provide higher-quality video using the same amount of bandwidth, or the same video quality at much lower bitrates—a windfall for bandwidth-constrained networks;
- Finally, from full HDTV at 1080p for 'main' TVs down to lower resolution formats for smaller mobile devices, the Motorola GT-3 offers the highest channel density available for streaming video whilst saving valuable equipment space and power.

Showing on the Motorola stand in Hall 3 Booth 3203 at CCBN 2013, Motorola GT-3 allows service providers to provide the kind of rewarding HD, multi-screen, multi-room experiences that Chinese consumers crave without the need for costly network investment. It uses the latest silicon technology and Motorola's custom video compression algorithms to enable rich, multi-screen HD and SD everywhere experiences from a 1RU, energy-efficient device. Additional benefits include ad insertion support and system-level redundancy for 24x7 availability.

As a result, subscribers benefit from better experiences on TVs, PCs, tablets and smartphones.

Kevin Keefe, vice president and regional general manager, Asia Pacific at Motorola Mobility's Home business, said: "As we've seen in our recent research, consumers are watching more content, in more places around the home and on more devices than ever before. At the same time, service providers are challenged with delivering high-quality content regardless of device in a way that doesn't stretch networks and budgets. The Motorola GT-3 is designed to address these challenges – offering better quality viewing experiences with the same or less bandwidth."

### The GT-3 by the Numbers:

- **THREE** - three billion pixels of video content per second, dramatically exceeding traditional server-based ABR transcoders
- **FIFTY** - processing up to 3 billion pixels of video content every second is equivalent to nearly 50 full-resolution HD programs - setting a new industry standard
- **SIX** - more than 6x the density of legacy server-based MBR solutions and dramatic improvements over MBR hardware solutions, which means the same transcoding capability now fits into a much leaner and more efficient unit, requiring fewer transcoders to meet the demands of today's multi-screen HD and future higher-resolution content applications
- **TWENTY-FOUR and SIXTEEN** - support for up to 24 inputs and up to 16 output streams per input program, for flexible support of more video display devices
- **BOTTOM LINE** - higher processing performance and greater density equals energy efficiency and cost savings for service providers

Motorola has a long history of firsts in digital video – including digital TV and HD video services. With GT-3, Motorola is advancing the standard for video compression and leading the way for high-resolution multi-screen experiences.

### GT-3 and Motorola Medios+

The GT-3 is a new networking component that complements Motorola's Medios+ Platform, Motorola's modular end-to-end platform for delivering next generation multi-screen experiences from the cloud, over any network to the home and the individual.

The GT-3 is responsible for taking live TV content and creating the multiple versions of the content required for the various screen sizes and Adaptive Bit Rate (ABR) streaming, as delivered by Motorola's SecureMedia Encryptonite One HLS+. Combined with Motorola's other leading technologies – including nDVR and time-shift TV – it produces seamless multi-screen experiences across tables, laptops and the main TV.

### Motorola at CCBN

For more on Motorola @ CCBN 2013, contact us (see below) or, to see a demonstration of the GT-3 technology, visit us at the Motorola Booth, Hall 3 Booth 3203. Please visit our blog, [MediaExperiences2Go](#) for more news from CCBN 2013.

### About Motorola Mobility

Motorola Mobility, owned by Google, fuses innovative technology with human insights to create experiences that simplify, connect and enrich people's lives. Our portfolio includes converged mobile devices such as smartphones and tablets; wireless accessories; end-to-end video and data delivery; and management solutions, including set-tops and data-access devices. For more information, visit [motorola.com/mobility](http://motorola.com/mobility).

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