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Motorola Mobility to Showcase Next-Gen Video Compression Technology with its Real-Time HEVC Encoding Demo

Motorola will demonstrate real-time HEVC encoding and decoding of High Definition TV at the 2013 NAB Show

HORSHAM, Pa. – April 5, 2013 – For decades, [Motorola Mobility](#) has been delivering revolutionary industry standards and life-changing technologies by driving the evolution of TV and now multi-screen services through the cloud, network and home. At the [2013 NAB Show](#), Motorola will continue its history of innovation with its first ever real-time HEVC (High Efficiency Video Coding) encoding and decoding demonstration at its exhibit space, booth # SU2017.

"Now that we've seen the industry-wide approval of HEVC as a standard, we're rapidly moving from creation to implementation," said Joe Cozzolino, Senior Vice President and General Manager, Network Infrastructure Solutions, Motorola Mobility. "It took almost four years from the time MPEG-4 was made an industry-wide standard before the necessary refinements in the MPEG-4 tool kit took place and the standard reached its fullest potential. We're only two months into the approval of HEVC, and we've already reached an unprecedented level of progress."

Motorola continues to build on its legacy of HEVC leadership this year after bringing the technology to the global market and showcasing some of the industry's first ever HEVC demonstrations at IBC 2012 and The Cable Show 2012. At this year's NAB show in Las Vegas, Motorola moves beyond basic technology demonstrations and will exhibit a practical implementation of HEVC with its first HEVC encoding and decoding in real-time. One demo will feature a real-time HEVC encoder delivering streaming content to a Google Nexus 10 tablet for real-time decoding and playback. A second demo will showcase real-time HEVC HTTP live streaming to an Apple iPad (4th generation). A third demo will show an IP set-top box decoding HEVC. Motorola's demonstrations will highlight how the compression efficiency of HEVC enables high-quality video delivery over bandwidth constrained networks to multiple platforms.

HEVC video compression technology has the ability to reduce bandwidth by up to 50 percent in comparison to MPEG-4 AVC – while still delivering same high-quality viewing experience. In its initial phase, HEVC might have the highest impact on reducing wireless network congestion that exists due to consumers wanting to watch traditional broadcast and new over-the-top (OTT) services on their tablets and smartphone devices. By utilizing HEVC, 3G and 4G-enabled operators will be able to provide higher quality viewing experiences on almost any screen while saving up to half the capacity current encoding technologies require.

Motorola will immediately support video service providers and programmers in testing and launching HEVC-based services to take advantage of the significant bandwidth savings offered by this new compression technology.

Additionally, HEVC can be a significant factor in dramatically reducing storage costs for in-home and networked DVRs. As Motorola's Fourth Annual [Media Engagement Barometer](#) reveals, consumers are watching an enormous amount of recorded content with over one-third of our weekly TV viewing coming from the DVR. Motorola Mobility's engineers are using HEVC to test and develop comprehensive standards-based wireless and multi-screen solutions for a diverse base of service providers worldwide.

This next-generation video compression technology was jointly developed by ISO/IEC Moving Picture Experts Group (MPEG) and ITU-T Video Coding Experts Group (VCEG). Motorola's HEVC demonstration builds on its heritage of network innovations and the importance of video compression in driving the evolution of TV. Motorola is part of the committee that developed the HEVC standard, and has been an active contributing member of MPEG2 (1993) and MPEG4 (2003) standards.

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About NAB Show

NAB Show, held April 6-11 in Las Vegas, is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. With more than 90,000 attendees from 151 countries and 1,600+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. Complete details are available at [www.nabshow.com](#).

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](#).

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