

# **Pace to showcase Ultra-HD High Efficiency Video Coding (HEVC) platform**

IBC 2013: Pace to showcase Ultra-HD High Efficiency Video Coding (HEVC) platform  
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## **Pace previews new platform to support next generation video standard: Ultra HD and H.265**

Pace plc, a global leader for digital TV and broadband technologies, has announced it will showcase its new Ultra HD, High Efficiency Video Coding (HEVC) platform which will be previewed along with a range of new hardware, software and services for broadcast and broadband providers at this year's IBC show. Pace's Ultra HD HEVC platform enables providers to deliver a new generation of picture quality providing exceptionally sharp detail and smooth movement at resolutions up to four times higher than normal HD.

HEVC's H.265 compression technology gives operators significant bandwidth savings not only for Ultra HD broadcast, but also existing HD broadcasts enabling them to both improve their operational efficiency and increase the number of channels they can offer.

Pace's technology has been developed to help operators meet the burgeoning demand for Ultra HD content. The industry standard for Ultra HD has now been ratified by the ITU-R, and market demand for Ultra HD is anticipated to experience rapid growth with analysts predicting Ultra HD TV shipments of 22 million units in 2017\*.

Shane McCarthy, President of Pace International comments: "Ultra HD represents a huge step change in viewing experience and network performance. Next year's World Cup will be a showcase for the technology and the first commercial Ultra HD broadcasts expected soon after - driving the demand for HEVC supported hardware. Momentum will grow significantly in 2015 with cable and satellite operators looking to deliver this super high-quality experience to their subscribers as more 4K content is produced. The Ultra HD market is poised for take-off, Pace is at the forefront with our Ultra HD HEVC platform which enables operators to deliver this immersive viewing experience to their subscribers."

### **About Pace plc**

Pace (LSE: PIC) creates technologies, software, hardware and services for the broadcast and broadband industries. Pace solutions empower cable, telco and satellite operators to simply and cost-effectively innovate at the speed they want, in the way they want for their subscribers. Pace has built up its experience and expertise over 30 years and this is recognized by a customer base of over 160 operators around the globe.

Headquartered in the UK, Pace operates in markets across the world, and employs around 2300 people in locations that also include the USA, France, India and China.

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