

Media Excel and Six Floor Solutions Announce Strategic Collaboration to Revolutionize Video Content Delivery and Highlight Generation

Austin, TX and San Francisco, CA – August 21, 2024 – Media Excel, a global leader in video encoding, transcoding, and packaging, has announced a collaboration with Six Floor Solutions, an innovative AI-driven platform that excels in detecting programming and ad breaks, real timestamps, and creating compelling video highlights from live sports and news events. This partnership is set to provide compelling solutions to the media industry by combining the strengths of both companies to deliver high-quality, real-time video content and customized highlights to a diverse audience.

Innovative Integration for Enhanced Media Experiences

Media Excel's advanced HERO platform integrates seamlessly with Six Floor Solutions' AI-driven highlight generation platform to enable the creation of compelling personalized playlists that can be streamed with the highest picture quality. This collaboration will enable media companies, broadcasters, and content creators to provide viewers with an enriched and personalized viewing experience.

"Media Excel is excited to partner with Six Floor Solutions to push the boundaries of what is possible in video content delivery and highlight generation," said Narayanan Rajan, CEO of Media Excel. "By combining our cutting-edge encoding and transcoding technology with Six Floor's AI capabilities, we are poised to offer a unique solution that meets the evolving needs of the media industry."

Delivering Real-Time Highlights with AI Precision

Six Floor Solutions' platform leverages artificial intelligence to analyze input video streams from sports and news events in real-time, automatically identifying the most engaging highlights. Whether it's a game-winning touchdown or a breaking news moment, the platform ensures that viewers never miss a critical moment. Additionally, users can search for specific highlights based on their interests, providing a tailored viewing experience.

"We are thrilled to collaborate with Media Excel, a company that shares our vision for innovation and excellence in media technology," said Pedro Aço, CEO of Six Floor Solutions. "Our AI-driven platform, combined with Media Excel's robust video processing capabilities, will empower media companies to deliver high-quality, real-time highlights that captivate audiences and enhance viewer engagement."

Benefits for the Media Industry

1. **Enhanced Viewer Engagement:** The integration of Media Excel's FAST channel delivery with Six Floor Solutions' AI-driven highlights will enable broadcasters to offer more engaging and relevant content, keeping viewers hooked and increasing viewership.

2. **Efficiency and Cost Savings:** Media companies can automate the process of highlight generation and video encoding, reducing the need for manual intervention and cutting down on operational costs.
3. **Scalability and Flexibility:** The combined solution is highly scalable, allowing media companies to handle large volumes of video content and deliver it across multiple platforms and devices. This flexibility ensures that content can be tailored to meet the demands of different audiences.
4. **Improved Content Monetization:** By delivering personalized and timely highlights, media companies can attract more advertisers and create new revenue streams. The ability to offer targeted advertising within these highlights also enhances the potential for monetization.
5. **Future-Proof Technology:** Both Media Excel and Six Floor Solutions are committed to continuous innovation, ensuring that their combined solution stays ahead of industry trends and technological advancements.

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About Media Excel

Media Excel is a leading provider of customized video encoding and transcoding solutions, specializing in delivering high-quality, efficient, and cost-effective encoding technologies to media service providers worldwide. With a focus on innovation and customer satisfaction, Media Excel continues to revolutionize the video encoding landscape with cutting-edge solutions like DIVA encoding. For more information, please visit www.mediaexcel.com.

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About Six Floor Solutions:

Six Floor Solutions is an expert in applying the most modern AI paradigms to media processing. Through machine learning, computer vision and natural language processing, Six Floor develops AI based solutions to improve process efficiency, explore new revenue streams, innovate experiences and create new capabilities. Six Floor's U'SEE Smart Play solution won "Product of the Year Award" @ NAB Show 2024. The solution uses AI to analyse video and audio streams and transform how users and fans experience Sports, News, Advertising and other programming.

To learn more about U'SEE Smart Play visit <https://sixfloorssolutions.com> or send an email to info@sixfloorssolutions.com.