



**FOR IMMEDIATE RELEASE**

**Fixstars To Demo CE-10, The First H.264 Encoder for Sony PLAYSTATION 3 At Broadcast International's NAB Booth**

*-Professional level encoding at consumer pricing-*

**Salt Lake City - April 16, 2009** –[Fixstars Corporation of Japan](#), a leading developer of Multi-Core solutions announced today that it will provide a preview of its CodecSys CE-10, the industry's first H.264 encoder specifically designed for the Sony PLAYSTATION® 3 (PS3) at [Broadcast International's](#) booth at the National Association of Broadcasters (NAB) show in Las Vegas, Nevada on April 20-23, 2009.

The CE-10 encoding software is designed to be installed on a PC and allows users the ability to access the power of the PS3® platform as an accelerator to enhance video encoding with the H.264 compliant CodecSys process to achieve professional encoding quality for the prosumer market sector.

Additional features of the CE-10 include:

- High quality low bit rate compression
- Ultra fast HD encoding
- Flexible software based advantages
- Professional quality at an affordable "prosumer" price

"We really feel that in the CE-10 we've created a game changing application because of its ability to provide professional quality encoding at a consumer level," said Satoshi Miki, Chief Executive Officer of Fixstars. "We're confident that videographers at any level will benefit from its flexibility, speed and quality and eagerly await the response and reactions of the first evaluations from NAB."

"We congratulate Fixstars on its ability to incorporate CodecSys and our H.264 encoder to create a professional grade encoder for consumers," said [Rod Tiede, president and CEO of Broadcast International](#). "The speed at which they worked to create the CE-10 was truly amazing and we are excited to partner with Fixstars and look forward to the opportunity to join them in unveiling this groundbreaking technology at NAB."

At NAB, Fixstars will demo at the Broadcast International booth (booth # SU4326) to attendees and media in advance of the formal product launch which is scheduled for June 2009.

### **CodecSys Technology**

CodecSys utilizes a patented, multi-codec approach in which a video stream is analyzed and the codec best-suited for a particular frame or video sequence is automatically selected from an entire library of specialized codecs. By compressing video to under 3Mbps, CodecSys enables video providers to reduce their bandwidth needs by more than 50 percent for HD quality and pack more video into less bandwidth.

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## **About Broadcast International**

Broadcast International is a provider of leading video-powered broadcast software systems and solutions, designed for IP, digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, software-based video compression technology that cuts video bandwidth requirements more than 50% over satellite, cable, IP and wireless networks. CodecSys offers unprecedented price/ performance and integration benefits for existing applications. Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City UT with its corporate headquarters at 7050 Union Park Center, Suite 600 Salt Lake City, Utah 84047. For more information go to [www.brin.com](http://www.brin.com) and [www.codecsys.com](http://www.codecsys.com).

## **Forward-Looking Statements**

All statements in this news release that are not based on historical fact are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and the provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). While management has based any forward-looking statements contained herein on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties, and other factors, many of which are outside of our control, that could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not necessarily limited to, those set forth under the caption "Additional Factors That May Affect Our Business" in the Company's most recent Form 10-K and 10-Q filings, and amendments thereto. In addition, we operate in a highly competitive and rapidly changing environment, and new risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise any forward-looking statement.

## **About Fixstars Corporation**

Fixstars Corporation provides software technology solutions that target Cell/B.E. and GPU with a vision of the future where multi-core microprocessors are the standard. Fixstars enables the increase in performance of Multi-core based operations through provision of a complete, integrated ecosystem with specific turn-key products for Finance, Medical, Manufacturing, and Digital media markets. Fixstars is headquartered in Tokyo, Japan with subsidiary Fixstars Solutions in San Jose, CA and Loveland, CO.

For more information, visit <http://www.fixstars.com/en>

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