



FOR IMMEDIATE RELEASE

## **FIXSTARS AND BROADCAST INTERNATIONAL ANNOUNCE AVAILABILITY OF CODECSYS CE-10**

*-CE-10 provides affordable, near real-time H.264 software encoding on the Sony PLAYSTATION®3 hardware platform for personal and professional HD video encoding applications-*

**LOVELAND, CO- July 1, 2009** - [Fixstars](#) and [Broadcast International](#) announced today the immediate availability of the CodecSys CE-10 series, a near real-time, broadcast quality H.264 encoder which uses the Sony PLAYSTATION®3 (Sony PS3) hardware platform to encode video.

The CodecSys CE-10 takes advantage of the readily available, inexpensive Sony PS3 for its processing engine, making it the most accessible, near real-time product in the HD encoding realm.

"The launch of the CodecSys CE-10 for PS3 marks a new era of professional level H.264 encoding at an affordable, consumer price," said Satoshi Miki, CEO of Fixstars Corporation. "This software based encoding system frees the video workstation from the burden of what is otherwise an intensive process. The user may continue to edit uninterrupted, while the PS3 produces high quality HD output in near real-time."

Connected to a PC via a Gigabit Ethernet cable, the PS3 performs as an external, dedicated encoder. All of the encoding is handled by the PS3, thus shifting the CPU-intensive processing away from a personal workstation.

Unlike hardware-based encoders on the market, the software-based CodecSys CE-10 is easily upgradable, delivering improvements to increase encoding speeds, image quality and other features. Hardware costs are reduced by implementing software updates as opposed to replacing out-of-date hardware.

"The CodecSys CE-10 addresses the biggest technology challenge we face right now, video bandwidth," said Rod Tiede, [president and CEO of Broadcast International](#). "The demand and popularity of video is growing at an amazing rate for both personal and businesses applications and the CodecSys CE-10 will significantly improve the production of video in all applications."

The CodecSys CE-10 comes in both a personal and professional application and includes:

### **CodecSys CE-10 Personal:**

- H.264 software encoder with support for 1080i/p full HD
- Max bit rate of 15Mbps
- Blu-ray standard compliant
- Designed for personal use
- Cost of \$199.00

### **CodecSys CE-10 Professional:**

- H.264 software encoder with support for 1080i/p full HD
- Max bit rate of 150 MBPS
- Blu-ray standard compliant
- Available for commercial use
- Cost of \$1,999.00

-more-

For more information or to download a 14 day trial, visit: [codecsys.fixstars.com/en/ce10](http://codecsys.fixstars.com/en/ce10)

<http://codecsys.fixstars.com/en/ce10>>

To watch videos showing the CE-10 in action, visit: [us.fixstars.com/showcase/video/](http://us.fixstars.com/showcase/video/)

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#### **About Fixstars**

Fixstars <<http://www.fixstars.com/en/>> is the pioneering company of software on Multi-Core processor as the Cell Broadband Engine and GPU. From 2008 Fixstars, jointly with Broadcast International, has been working for software optimization, product development, and marketing of CodecSys on Multi-Core platforms. Fixstars enables the increase in performance of Multi-Core operations through provision of a complete, integrated ecosystem with specific turn-key products for Finance, Medical, Manufacturing, and Digital media markets. Founded in 2002, Fixstars is headquartered in Tokyo, Japan with subsidiary Fixstars Solutions in San Jose, CA and Loveland, CO.

For more information visit [us.fixstars.com](http://us.fixstars.com) <http://us.fixstars.com>

#### **About Broadcast International**

Broadcast International <<http://www.codecsys.com/>> is a leading provider of video-powered broadcast solutions, including IP, and digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, artificial intelligence-based video compression technology that cuts video bandwidth requirements more than 80% over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications such as streaming video to cell phones, and offers unprecedented price/ performance benefits for existing applications such as HD video. Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City UT.

For more information, visit [www.brin.com](http://www.brin.com) and [www.codecsys.com](http://www.codecsys.com).

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