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## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

### **Manzanita Demonstrates New MPEG Solutions at NAB 2010**

#### **Debuts Manzanita CrossCheck™, Fast & Cost-Effective Software for Automating Content Verification**

POWAY, California—March 11, 2010—Manzanita Systems, Inc. will showcase an expanded line of products at the NAB Show 2010 in Booth SU6910. In addition to its renowned transport stream multiplexers and analyzers, the company is demonstrating for the first time Manzanita CrossCheck™, a fast and cost-effective solution for automating the verification of transport stream files in environments such as Video on Demand (VOD), advertisement insertion, and In-Flight Entertainment.

#### **Manzanita CrossCheck**

CrossCheck leverages Manzanita's reputation for performance and adherence to standards in order to deliver fast and rigorous verification of content against pre-defined CableLabs, MPEG, ATSC, and DVB profiles, or a custom set of specifications. Manzanita CrossCheck performs:

- High level verification of file characteristics such as resolution, aspect ratios and bit rates
- In-depth analysis of MPEG and the transport stream layer such as PIDs, discontinuities, and jitter
- Audio and video quality measurements such as black frames, blockiness, pillars, and audio levels

Content and service providers use CrossCheck throughout their aggregation, ingest, encoding, production, and distribution workflow. Users can confidently proceed with the content after CrossCheck quickly greenlights their media assets or quarantines them for further inspection. If the TS file is flagged as non-compliant by CrossCheck, then the user may gain an in-depth insight into the problem by using Manzanita's enhanced transport stream analyzer (MP2TSAE).

CrossCheck's automation significantly reduces the labor costs, and produces more consistent and higher quality results. A web services interface is available for seamless integration into management solutions, in which CrossCheck can provide a quick "pass/fail" filter within the workflow. Unlike other content verification solutions that cost tens of thousands of dollars, Manzanita CrossCheck starts at \$3,500 - providing a return on investment within a few weeks.

### **MPEG-2 Transport Stream Multiplexer Enhanced (MP2TSME 6.0)**

Manzanita will also demonstrate for the first time version 6.0 of its enhanced transport stream multiplexer software (TS mux), which was released in February 2010. MP2TSME 6.0, a major upgrade to Manzanita's TS mux, adds 708 closed captioning functionality for DTV, improves the reliability of content encoded in H.264 for VOD applications and adds a host of options for creating transport stream files to test digital video equipment. The enhanced TS mux is an industry-leader in offline multiplexing because of its vast array of features and its proven multiplexing core technology. Manzanita's multiplexer software utilizes a robust multiplexer engine to produce professional-grade, single-program and multiple-program transport stream files.

### **MPEG-2 Transport Stream Analyzer Enhanced (MP2TSAE 5.0)**

At the NAB Show, Manzanita will preview the upcoming version 5.0 of MP2TSAE which adds quality measurements for audio and video elementary streams, enhancements to ATSC A/78 support, extraction of SCTE-35 messages for digital advertising, improved buffer plots and much more. The TS analyzer software is an indispensable tool in the development, integration and testing of MPEG-2 based systems. Manzanita's transport stream analyzer enables engineers, designers, testers, and technical staff to speed product development cycles, identify media interoperability problems, and offer in-depth insight into the transport stream layer.

### **About Manzanita Systems, Inc.**

Manzanita Systems is a leading provider of essential MPEG software solutions for digital television, VOD, and digital ad insertion. Renowned for adherence to standards, Manzanita's transport stream analyzer and multiplexer are indispensable tools that enable service providers, broadcasters, post-production houses, and manufacturers of digital video technologies to produce better MPEG content, workflows, and solutions. The Manzanita products are available as standalone applications and SDKs for offline and real-time applications. Learn more about Manzanita's proven solutions at <http://www.manzanitasystems.com>.

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