

Socionext and Partners to Showcase “Media Cloud” at the Annual Streaming Media West Show

Solutions Designed to Accelerate Data Center Server for Social Media and Content Delivery Network Services

Sunnyvale, Calif., October 18, 2017 --- Socionext Inc., a market leader in advanced SoC video technology that powers high-end broadcast systems and mass-market video streaming devices, will showcase its latest “Media Cloud” server solutions at Streaming Media West, on Nov. 2-3, held at the Hyatt Regency Huntington Beach, Calif., at booth 207.

<http://www.streamingmedia.com/conferences/West2017/>

The Socionext “Media Cloud” is a robust, low-cost, and easily deployable solution designed to deliver a 10-fold increase in video transcoding speeds and efficiency, resulting in unprecedented levels of performance and optimal user streaming experience. The program addresses the ever-growing mass consumption of high-quality video, specifically the need for efficient and dense live transcoding for today’s standards and tomorrow’s 4K AVC/HEVC requirements. One program, based on the company’s multi-format codec SoC MB86M30 or “M30”, integrates a “Sea of Transcoders” for real-time transcoding. The dense transcode solution provides maximum performance for video processing while consuming very minimal power.

MB86M30: <http://www.socionext.com/en/products/assp/h264h265/MB86M30/>

Socionext will feature a transcoding system based on the company’s innovative “hybrid codec” module M820C, equipped with the “M30” and the SC2A11 multi-core processor. The M820C supports industry-standard multimedia software FFmpeg, and provides high-density video transcoding functions to data center servers with outstanding efficiency by combining hardware and software optimizations. Socionext will demonstrate a cluster of M820C consisting of 16 pieces of the module stored in a 3U rack size chassis. The cluster transcodes 80 bundles of 1080p30 video to 320 of Adaptive Bit Rate (ABR) streams. Each of the M820C modules consumes only 18W, which is significantly lower than systems with a conventional architecture that typically require several hundred watts to perform the same operation.

Socionext is also working with server partner companies to launch these MB86M30 accelerated servers. At booth 207, Socionext will feature solutions including Advantech’s VEGA 7000 family of accelerated video processing servers. The VEGA 7000 is capable of transcoding up to 128 bundles of AVC/HEVC ABR streams for 1080p60, with just a single 1U rack system. It is optimized to efficiently scale throughput of high-density transcoding applications in live OTT and cloud workflows. Socionext and Advantech will jointly demonstrate real-time transcoding of both

live video as well as stored media by streaming simultaneously to multiple mobile devices in different formats.

VEGA V7000: <http://www.advantech.com/networks-communications/video/servers>

The “Media Cloud” solutions provide vast speed improvements allowing real-time transcoding, streamline video processing by handling multiple formats, reduce cost of implementation and operation with the addition of advanced ABR functionality. At Streaming Media West, Socionext will showcase the hybrid codec module “M820C” and the high-density server “VEGA 7000” which are suitable for social media and content delivery network in the data center.

For more information on the Socionext Media Cloud, visit

<http://socionextus.com/products/data-center-solutions/media-cloud-solution/>

On Thursday, Nov. 2, Socionext will be presenting at the DT101 - Discovery Track from 10:55AM. - 11:15 AM in the session titled “The Socionext Media Cloud Initiative Designed to Accelerate Data Center Server Performance, Deliver Optimal Video Streaming to Users”. Program details are available at: <http://www.streamingmedia.com/Conferences/West2017/DiscoveryTrack.aspx>.

About Socionext Inc.

Socionext is a new, innovative enterprise that designs, develops and delivers System-on-Chip products to customers worldwide. The company is focused on imaging, networking, computing and other dynamic technologies that drive today’s leading-edge applications. Socionext combines world-class expertise, experience, and an extensive IP portfolio to provide exceptional solutions and ensure a better quality of experience for customers. Founded in 2015, Socionext Inc. is headquartered in Yokohama, and has offices in Japan, Asia, United States and Europe to lead its product development and sales activities.

For more information, visit the company's website at <http://socionextus.com>, e-mail datacenter@us.socionext.com or call 1-844-680-3453. For company news and updates, connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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