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SURF Communication Solutions Launches TranSURF

High Capacity, DSP-Based Video Transcoding Acceleration Blade Now Available

Las Vegas, Nevada – NAB show - (08 April 2010) - SURF Communication Solutions (www.surf-com.com), the leading provider of video and voice enabling technologies, today announced the launch of TranSURF – DSP-based, video transcoding acceleration blade offered in PCIe and AMC form factors.

Designed to meet the rapidly escalating market demand for delivering high quality video from multiple sources to multiple devices, TranSURF is a DSP-based system, enabling optimal video-stream density.

The need for high-density transcoding emerges from the growing matrix of content sources, target-screens, and different bit-rates. Many systems already require simultaneous, real-time transcoding of hundreds and thousands of high-resolution video streams. Currently available solutions use Host Media Processing (HMP), which, while it may be the simple approach for handling a few video streams, cannot be sufficiently scaled-up to deal with high capacity transcoding needs. The growing demand for real time transcoding makes a DSP-based solution a must.

Continuing SURF's commitment to providing flexible yet high density video enabling technologies, TranSURF accelerates multimedia transcoding through the implementation of an innovative software/hardware solution for both live and on-demand content.

Avi Fisher, CTO and co-founder of SURF, explained, "The ability to transcode hundreds of high-resolution video streams in real-time, with a single blade, offers a huge advantage to video service and content providers. With the explosion of video traffic, we recognized the need for a high density solution that could be simply and quickly integrated into our customers' systems. We're thrilled to be able to offer this to the market. SURF will continue to improve channel density and cost-per-session, and anticipates significant further technology innovations in the coming quarters."

TranSURF not only boosts transcoding capabilities, but also provides enrichment tools for content monetization including text overlay, picture-in-picture and logo insertion. Furthermore, TranSURF was designed to integrate with the leading video servers including: Adobe® Flash® Media Server, HTTP-Live Server (iPhone®), Microsoft® Silverlight® and Wowza® Media Server.

Representatives of SURF will be attending the NAB Show, 12-15 April in Las Vegas. To schedule a meeting to learn more about TranSURF or the SURF Engine, please contact sales@surf-com.com.

About SURF Communication Solutions (www.surf-com.com)

SURF Communication Solutions provides the SURF Engine, powering video and voice applications in mobile, TV and web markets. Using the SURF Engine vendors develop new systems, while shortening time-to-market, minimizing risk, focusing on differentiation, demonstrating winning quality, and capturing market opportunities. SURF is already powering hundreds of different systems, serving many millions of users worldwide. For more information, visit www.surf-com.com.

Contact Information:

SURF Communication Solutions
Francine Haliva, Marketing Director
Tel: +972 73 714 0759
Email: pr@surf-com.com

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