



**Imagine Demonstrates Superior Quality Video Across Multiple Devices at CableLabs® Winter Conference 2011**

***Live iPad Demonstration Illustrates Why De-Interlacing Video is Critical for Quality Multi-Screen Viewing***

**SAN DIEGO, Calif. – February 22, 2011** – Addressing the need for cable operators to deliver quality multi-screen viewing, [Imagine Communications](#), a leading innovator in advanced digital video solutions, today announced plans to demonstrate technologies that ensure multi-screen vibrant picture quality while saving infrastructure and bandwidth at [CableLabs® Winter Conference 2011](#), being held in Atlanta, Feb 27-March 2.

At the conference, Imagine will feature a live iPad demonstration of today's traditional software-only multi-screen transcoders, compared to [Imagine's ICE® Video Platform](#). The ICE platform is a hybrid hardware/software solution giving operators the ability to deliver an unparalleled viewing experience across all devices, while gaining the most efficient network resource optimization.

"Mobile is the most rapidly emerging video display market, and video quality will differentiate mobile video service providers," said Imagine Communications' VP, Product Marketing Chris Gordon. "An issue that cable operators are now struggling with is the complete mismatch between interlaced HDTV video and the progressive displays on mobile PCs, tablets and smartphones. It's critical for cable operators to offer a quality mobile viewing experience and a key ingredient to that experience is video de-interlacing. The ICE Video Platform's unique hybrid architecture leverages de-interlacing technology that is simply unavailable in software-only solutions, and the difference in video quality and network efficiency is remarkable."

PCs, laptops, tablets and smartphones are all (p) progressive, without support for interlaced video display. However, the vast majority of HD programming delivered to service providers is still 1080i (interlaced) video. Further, the majority of televisions sold today natively support 1080p. Whether the cable operator is serving living rooms, mobile devices or both, it is clear that converting these 1080i signals to a progressive format is a critical new requirement to ensure competitively high quality and consistent picture display across all devices.

Gordon continued, "Imagine has recently completed research of available de-interlacing technologies for their effectiveness and impact to picture quality and user experience, in particular the transcoding of live HD 1080i content for streaming to an iPad. Our results indicate there is a range of technical solutions and that off-the-shelf software de-interlacing techniques can be devastating to picture quality, irreversible and harmful to the overall compression

efficiency. Solutions that depend on software-based transcoding will always be limited to underwhelming HD quality and a high streaming bit rate tax. Professional de-interlacing not only allows for a clean picture and compression efficiencies, but also enables cable operators with a significant quality advantage in the multi-screen environment.”

### **About Imagine Communications**

Imagine Communications is a leading innovator in digital video solutions, enabling content providers and system operators to deliver bandwidth-intensive services with optimum video quality and Quality of Experience (QoE). Imagine’s products serve the digital broadcast markets as well as emerging PersonalizedTV® applications such as TV Anywhere, Network PVR (nPVR), Internet/Mobile Video and IPTV. Imagine is based in San Diego with R&D in Israel. Imagine’s strong management team includes industry leaders with decades of experience delivering innovations in video communications. Founded in 2005, Imagine Communications is privately held and funded by Carmel Ventures, Columbia Capital and Court Square Ventures. <http://www.imaginecommunications.com>

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A product or technology demonstration at a CableLabs event does not represent a CableLabs endorsement of that product or technology.

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