

## **Video Technology Leader Beamr Announces Integrated Graphics-Accelerated Live 4K HEVC Software Encoder For Intel® Xeon® Processor-Based Platforms**

**TEL AVIV, ISRAEL – April 24, 2017 – [Beamr Imaging Ltd.](#)**, a world leader in content-adaptive video encoding and optimization solutions, announces support of the [Beamr 5 HEVC software encoder](#) for the Intel® Xeon® processor E3 family with integrated graphics technology. This solution enables real-time software-based video encoding of HEVC 10-bit High Dynamic Range, including HDR10 and Dolby Vision. At NAB, Beamr and Intel are demonstrating Beamr 5, a real-time HEVC 4K HDR software encoder that leverages the on-chip graphics capability of the power efficient Intel® Xeon® processor E3-1585 v5 with integrated Intel® Iris™ Pro graphics P580.

Beamr's hardware-accelerated HEVC live encoding 10-bit solution is well suited to power software-based video encoding applications for a wide range of compelling visual experiences. As the premium display ecosystem expands, more consumers are searching for video content that takes full advantage of 4K enabled devices' native resolution and high dynamic range. For the first time, operators, publishers, and CDNs can efficiently deliver the benefits of higher resolution, with the visual impact of HDR, for live streaming services.

Beamr President, Eli Lubitch, said, "Beamr's field proven HEVC encoder and Intel's on-chip graphics processing technology enable high density platform deployments and capture significant performance efficiencies per watt."

"Video encoding operations are becoming virtualized quickly in the cloud, and Intel has chosen to closely couple HEVC, 4K and HDR with the Intel® Xeon® processor E3-1500 family," said Jim Blakley, Visual Cloud Division general manager, Intel. "We believe multi-service operators, satellite providers, and OTT streaming services have the opportunity to offer their customers a higher quality of viewing experience through the combination of the Intel® Xeon® processor E3 family and Beamr's high-density, low-cost, live, HEVC 10-bit encoding solution."

By utilizing the new integrated graphics-accelerated Beamr 5 HEVC encoder, video services can redesign the architecture of their content encoding, storage, and distribution systems to meet the requirements of specific applications or business models. For example, video distributors can send a single file to multiple POPs, where Beamr 5 running on a general-purpose Intel® Xeon® processor E3-based platform will transcode individual renditions before the last mile delivery. Whether the viewer's device supports full UHD with 10-bit HDR, UHD resolution only, or just HD, the flexibility of creating hundreds of profiles on-demand without needing to store them or generate excessive network throughput, enables a lower cost of operation and superior user experience.

Following NAB, the Beamr 5 HEVC software encoder for the Intel® Xeon® processor E3 family will be made available to qualified MSO, Telco, and CDN customers. Companies interested in a demonstration are invited to visit Beamr in Booth SU8007 or Intel at Booth SU9410, during the NAB show April 24<sup>th</sup> to April 27<sup>th</sup> 2017.

## **About Beamr**

Beamr is the leading provider of content-adaptive video encoding and optimization solutions for the worlds top MSOs, OTT streaming service providers, Hollywood studios, video distribution platforms, and social content publishers. Founded in 2009 by a team of leading imaging experts, Beamr is headquartered in Tel Aviv, with offices in Palo Alto, CA and St. Petersburg, Russia. Beamr's high-performance H.264 and H.265/HEVC video processing solutions are fully scalable for use in on-premise and cloud deployments. With more than 60 patents granted and pending, Beamr's content-adaptive technology is setting a new standard for quality and bitrate performance. For more information, visit [beamr.com](http://beamr.com) or follow us on Twitter [@BeamrVideo](https://twitter.com/BeamrVideo) and Facebook [@BeamrVideo](https://www.facebook.com/BeamrVideo).

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