

SoftAtHome Launches HEVC Decoding for UHD

Written by Roger Douglas
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DVB broadcasters may have an early head start, but the rapid adoption of HEVC should level the playing field, bringing in IP operators as well. At least that is the thinking for SoftAtHome who is launching HEVC decoding for UHD videos.

SoftAtHome says. "There is already an abundance of 4K-cinema content available, so that VoD offerings can be operational at once." By supporting the emerging HEVC compression technology, SoftAtHome's solutions hope to help operators future-proof their devices and give them the opportunity to start educating their subscribers.

Frederic Maizeret, VP of Sales, adds: "As UHD TV prices tumble, SoftAtHome believes that UHD 4K will represent a new opportunity for operators to create a truly immersive 'cinema at home' offering, updating their own devices in the process, leveraging available bandwidth (fiber, satellite, cable). This is an opportunity to re-establish pay TV as a core component of the evolving multi-play offerings and provide a highly differentiated offer in the market."

Those same operators who are adopting UHD are also the ones who are revising their services for small business and in search of new service scenarios: video is high on the agenda with Cisco not only in the cheerleading gallery but also taking an education role.

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SoftAtHome solutions are deployed on over 17 million STB and gateways throughout the world in multiple broadband and broadcast deployments.

The company is headquartered in France with development and sales teams also in Belgium and the UAE.

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