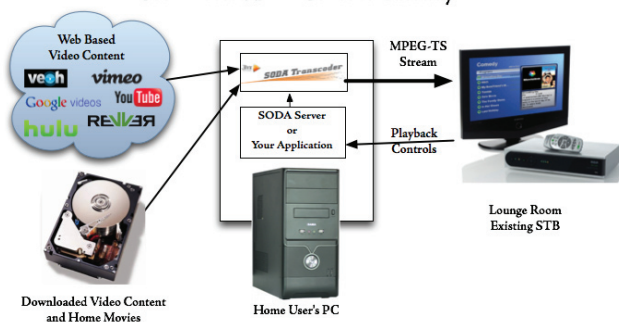# SODA Transcoder

What is 3ivx?

The 3ivx MPEG-4 component suite is a high quality, full-featured, cross-platform, DRM/IPMP enabled MPEG-4/AAC software solution. 3ivx MPEG-4 is used in many fields from military, security, medical and education to HDTV, IPTV, Video Conferencing, Video Production, Broadcasting as well as Mobile Video, Games and Embedded Systems.

New additions to the 3ivx suite include IPTV, Transcoding and Streaming components, H.264, MPEG-2 and AC3 encoding, H.264 and FLV decoding and multi-core codec optimizations.

Launching at CommunicAsia 2009

3ivx Technologies will launch a major new IPTV software component, 3ivx SODA Transcoder, at CommunicAsia 2009. The 3ivx SODA Transcoder allows clients to leverage the 3ivx Filter Suite to deliver IPTV and Mobile video direct from an end-users home PC, utilizing their pre-existing or web-based content.

- User Hosted STB Content Gateway -

3ivx SODA is a Transcoding engine built on the solid foundations provided by the 3ivx MPEG-4 suite of technologies for Windows Vista, Mac OS X and Linux.

3ivx Technical consultants are available to answer your MPEG-4 , H.264 and IPTV questions at the show.
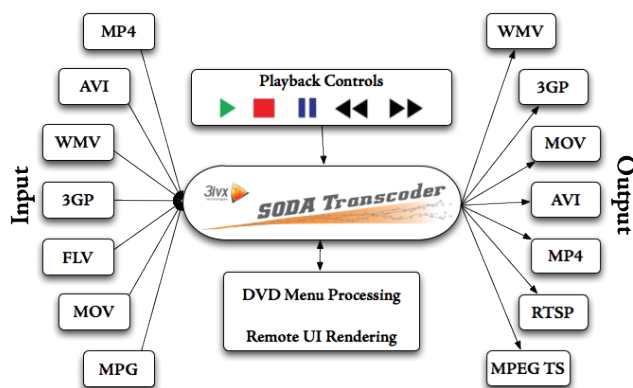
3ivx SODA - Key Features

- ✦ PC, Server or Cluster Hosted
- ✦ Playback controls
- ✦ Trick Mode Support
- ✦ Remote Menu Rendering
- ✦ Various Input/Output combinations supported
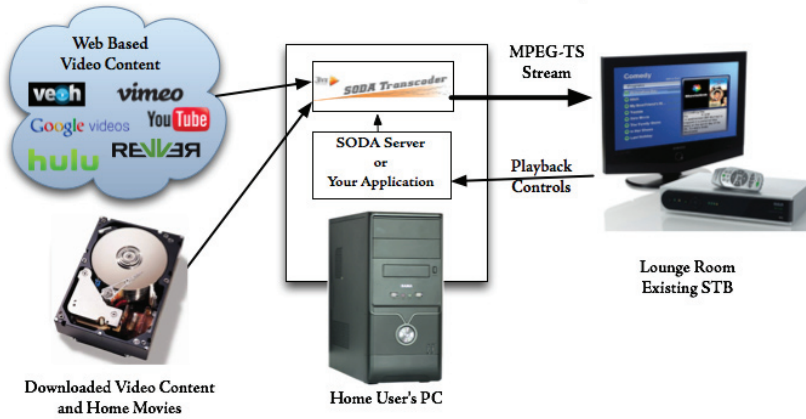- ✦ Live, Batch or Fast-as-Posible Processing Modes

3ivx SODA can real-time transcode from any video format then stream to an existing set-top-box in either MPEG-2, MPEG-4 or H.264. This can be used to leverage pre-existing infrastructure and content relationships to provide new value-added features to customers.

By integrating 3ivx components, a developer gains access to simple, reliable and effective MPEG reading, writing and transcoding support. 3ivx can be integrated by developers using either DirectShow, QuickTime or Video For Windows APIs, or via COM or native libraries.

3ivx also markets easy to use consumer products, which are available at http://store.3ivx.com

SODA Transcoder

- User Hosted STB Content Gateway -

Web Based Video Content

veoh vimeo
Google videos YouTube
hulu REVVER

Downloaded Video Content and Home Movies

SODA Transcoder

SODA Server or Your Application

Home User's PC

MPEG-TS Stream

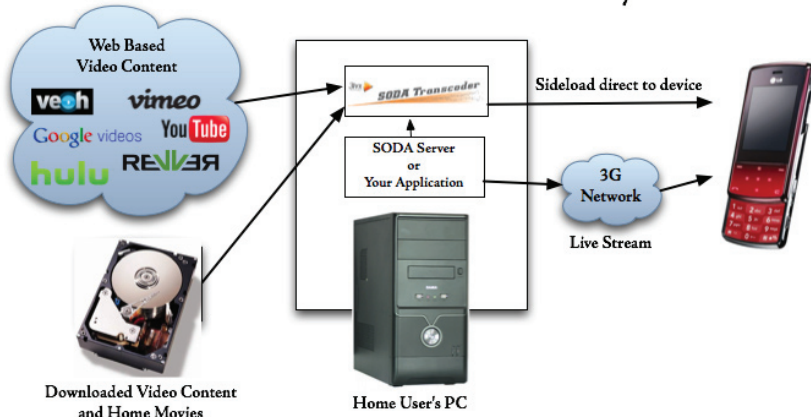Playback Controls

Lounge Room Existing STB

Used Hosted STB Content Gateway

Support interactive playback of web based and PC hosted content on pre-existing STB installations.

A simple software application can be installed on a home user's PC to allow advanced video formats to be played on existing MPEG-2 or MPEG-4 STBs.
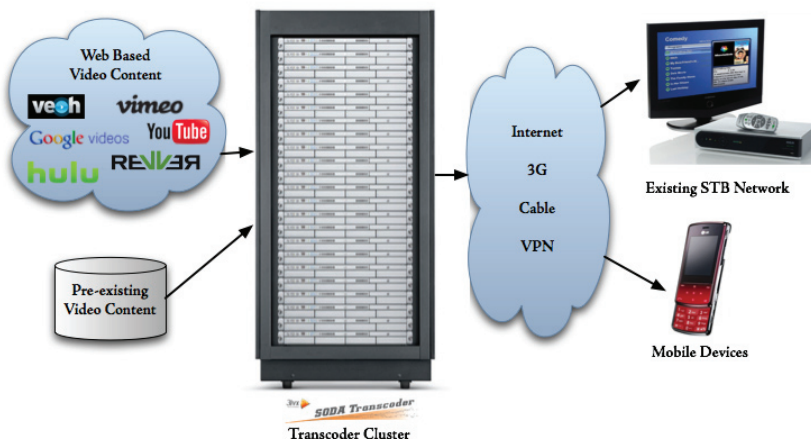
- User Hosted Mobile Content Gateway -

Web Based Video Content

veoh vimeo
Google videos YouTube
hulu REVVER

Downloaded Video Content and Home Movies

SODA Transcoder

SODA Server or Your Application

Home User's PC

Sideload direct to device

3G Network

Live Stream

User Hosted Mobile Content Gateway

3ivx SODA can be used as part of a simple PC software application that can be installed on users PC to allow transcoding of both local and web based video content to a suitable format for live streaming or side-loading to a user's mobile device.

- Facility-Based Batch and Real-Time Transcoding -

Web Based Video Content

veoh vimeo
Google videos YouTube
hulu REVVER

Pre-existing Video Content

SODA Transcoder
Transcoder Cluster

Internet
3G
Cable
VPN

Existing STB Network

Mobile Devices

Facility Based Batch and Real-time Transcoding

Designed to be flexible, scalable and portable across operating systems, 3ivx SODA is ideal to be used to power facility based transcoding applications.

Capable of supporting thousands of individual VOD streams with full playback control and graphic overlay support for advertising.

Licensing

3ivx components are available in various custom configurations and bundles for immediate Licensing and Integration. Clients already licensing 3ivx MPEG-4 5.0 include Samsung, Canon, Yamaha, Sony, Panasonic, Pure Digital Technologies and Covidien/Tyco Healthcare.

For more information regarding Licensing, please contact **info@3ivx.com**.