

## The challenge:

Premium streaming services face the challenge of balancing high-quality experiences with cost containment in a competitive market. The use of multiple codecs, large content libraries, make solutions complicated. Furthermore, the need for periodic re-transcoding of assets, increase transcoding expenses and sustainability goals.

## LCEVC solution:

1. LCEVC can uplift video quality at any operating point, while reducing the delivery and storage costs by up to 20% in adaptive streaming scenario.
2. Reduced Compute costs and energy usage in transcoding; speed-up (re)transcoding of the VOD library by up to 3x on slower codecs.
3. LCEVC Scalable option to enhance HD into UHD

## Uniqueness:

Real-time, no HW needed, dual-layer for multi-scale delivery

LCEVC enhances any codec improving both compression and computational performance

## LCEVC implementation:

1. Support of LCEVC in a commercial encoder. We provide LCEVC encoder SDK and integration services to facilitate vendors, e.g. beta integrations available from Harmonic and Ateme.
2. Support of LCEVC on TVs and STBs. Video SOC providers are working on secure integrations for video SoC that are available in TVs and connected TV devices.

