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Save 24% on MainConcept Consumer Applications!

Our Winter Special 2008 has begun. Save 24% on your purchase of any MainConcept application until December 24, 2008.



If you're looking to supplement your retail portfolio, become a reseller of MainConcept prosumer products now and take advantage of the Winter Special 2008. The evaluation of MainConcept products is entirely risk-free and you can benefit when your customers buy one or more full-license codec plug-ins.

Interested in becoming a reseller?
[Click here.](#)

Flash SDK Software Development Kit now available

As you might know, Adobe uses MainConcept's H.264 and AAC decoder with the latest Flash® Player version. More than 800 million PCs worldwide are ready to use this ubiquitous media format and thousands of companies are providing content in Flash.

If you would like to incorporate ready-to-go Flash compliant media streams with H.264 video and AAC audio into your own software application, have a look at MainConcept's Flash SDK. Packaged with a well-documented API, it's a seamless integration for Windows, Mac/Intel and Linux.

Want to learn more? Contact your local sales representative at
sales@mainconcept.com.

2008: A Look Back



A great year for MainConcept!

Time is flying, and the year is nearly over. Just one year ago, MainConcept was acquired by DivX, Inc. and since then we've been working together to better serve our customers and partners. To that end, we've added the popular DivX format to our MainConcept Codec SDK and provided advanced DivX conversion capabilities to our customer base worldwide within our flagship transcoding product, MainConcept Reference.

But that's not all that made 2008 so successful. We rolled out the latest releases of MainConcept Codec SDK and the Reference Transcoder for Windows, Mac/Intel and Linux.

Our technology partner Sony released its Clip Browser 2.0 software in combination with the latest XDCAM EX product. The solution is based on MainConcept technology and commercial transcoding plug-ins are available in our [web shop](#) for purchase.

So What's New for 2009?

We worked to improve our codec solutions and subsequently released optimized updates throughout the year. We're currently working on Codec SDK 8.0, offering 64-bit support among others, and you can download it on our [Customer Portal](#) later in Q1. And for those who use Adobe's Creative Suite 4, you can expect a matching MainConcept product in Q1 too, providing support for upcoming standards such as AVC-Intra.

Wishing you and your family a joyful holiday season and a happy and successful 2009!

Muzaffer Beygirci

VP Worldwide Sales &
Managing Director MainConcept

Solekai Systems Partner for Customer Integration Needs

Solekai Systems Corporation (Solekai) is available to help MainConcept's customers with their integration needs. Solekai is an independent engineering services company specializing in digital video product design, development, integration and testing. Solekai has just completed a project for the TV Guide Network utilizing MainConcept codecs.



Engineers at Solekai created a digital video-processing server platform to be used in the entertainment network's cable and satellite systems. These systems reach over 80 million homes and their new platform will enhance national programming for individual operators by providing features for inserting localized program listings and transcoding video. MainConcept products used on this project include AVC/H.264, MPEG-2 and MPEG Audio.

"The MainConcept software-based solution is much more effective for long-term planning and product upgrades than the traditional hardware-based solutions," said Jack Carey, SVP of Operations for TV Guide Network. "Solekai provided the 'best-of-class experience' in digital video technology as they looked at various solution integrators."





"We firmly believe that software solutions are much more cost effective for customers and MainConcept products help guarantee that," commented Martin Caniff, President, Solekai Systems. "Solekai is looking forward to supporting other MainConcept customers with their integration needs, continuing to find ways to innovate in a cost-effective manner."

For more information on how Solekai Systems can help integrate MainConcept-based solutions into your products, contact Dan Sweeney at dsweeney@solekai.com, www.solekai.com.

Many outstanding real-time video and audio solutions worldwide are based on MainConcept's codec technology. Sign up today for our Codec-By logo program to label your solution too.

www.codecby.com



Want to purchase online?

- [MainConcept Reference H.264](#)
- [Conversion Packs](#)
- [MPEG Pro™ HD 3](#)
- [DVCPRO HD Plug-In](#)

Application Distribution for Central Europe New Media AV to enhance local sales support for consumer products in Germany, Austria and Switzerland

MainConcept announced a distributor relationship with New Media AV of Germany for its prosumer products. Under the terms of the agreement, New Media AV will be the distributor of MainConcept's prosumer products in the DACH region; Germany, Austria and Switzerland.



"We see a great perspective in combining the MainConcept product family with the hand-picked range of products already in distribution," said Johannes Bauer, Managing Director of New Media AV. "MainConcept products will meet the growing demand for high-quality encoding and transcoding solutions among our customers. What else would you want to sell other than the products of the industry leader? And that is MainConcept!"

For further information on New Media AV please contact info@nmav.de or visit www.nmav.de.

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■ www.mainconcept.com

■ **December 10, 2008**