

AZLAB

INNOVATIVE FUTURE DESIGN



Digital Signage Innovator **AZLAB Technology** Achieves Ultra-High-Resolution Using **MainConcept HEVC**

Digital signage is a hotbed of innovation in the arena of ultra-high-resolution video; 8K, 16K, and beyond. AZLAB Technology, founded in 2003, is at the very tip of the spear in building custom high-resolution solutions. Their large-format technology meets the needs of both standard and customized video applications across broadcast, surveillance, events, digital arts, and more.

For companies in need of jaw-dropping digital signage, AZLAB offers cutting edge solutions. They support playback of 8K/16K uncompressed video, projection mapping, video wall systems, 8K60 real-time blending, 8K compressed IP streaming, and have 8K encoding software that supports the Socionext S8 player.

AZLAB is always considering how to optimize their data footprint and the efficiency of their technology. To solve this challenge, they partner with MainConcept® to optimize their video workflow. One such solution is integrating advanced MainConcept compression technology, utilizing the renowned MainConcept HEVC/H.265 codec. MainConcept HEVC is highly advanced, with up to a 20% lower bitrate than other providers. MainConcept HEVC is also ARIB compliant, with 8K live 4:2:2 10-bit encoding. AZLAB has taken advantage of the efficiency and advanced features available from MainConcept to improve the quality and smoothness of their technology.

“The most important thing to consider with digital signage is not only playback quality, but also smoothness, the ability to utilize advanced features, and how to integrate live streaming solutions when resolution goes beyond 4K.” –Kazunobu Azuma, CEO of AZLAB

Video encoding and playback technology are a big part of AZLAB's unique offering. [AZLAB QuickEncoder 8K](#) is software that can generate HEVC encoded MP4 files from uncompressed source content. The software is designed to be highly flexible and easy to use. It is powered by MainConcept HEVC, ensuring the best possible compression speed, quality, and compliance.

"MainConcept is easy to work with and they have a vast technology library," says Azuma. "Partnering with them helps us to deliver customer-oriented solutions for a variety of needs."

AZLAB added that MainConcept's superior customer service, backed by fast response times and flexible integration support, made the decision to partner an easy one.

Looking to the future, AZLAB will continue to develop new ultra-high-resolution video solutions and explore new technologies like artificial intelligence, VR/AR, and ultra-high-resolution live streaming. Together with MainConcept, they will stay at the forefront of innovation.

Interested in boosting your own encoding efficiency?

START A FREE TRIAL

ABOUT MAINCONCEPT

MainConcept is the global leader in professional-grade video technology, servicing the industry since 1993. As the technology of choice for some of the most valued brands, MainConcept supports robust video workflows for Adobe, Sony, Autodesk, Microsoft, Harmonic, Wowza and many others. Our technology delivers the highest quality, best performing audio and video, backed by a team of experienced engineers. Through a single interface, we support the largest codec library with simple and agile integration capabilities with premier technical support. mainconcept.com



ABOUT AZLAB

AZLAB Technology Limited is a software development company which has been focusing on research and development in the image processing area. With our abundant ideas and cutting edge technologies, we will be able to provide you a next generation solution which will bring you joy and impression. azlab.com.tw



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