MainConcept has always been a pioneer in developing exciting new audio & video coding technologies, but did you know we also excel in new business development models to help our customers bring that technology to life within their products too? MainConcept is proud to unveil the Certified Partners program, a dedicated new program that matches MainConcept leading edge codec solutions into our Partner’s products with minimal upfront investment and development effort.

At the heart of the program, Certified Partners integrate MainConcept’s advanced coding technology to their products by using MainConcept’s Codec or Reference SDKs, with full access to MainConcept’s renowned integration support team. Partner’s specific branding, feature additions or limitations can be applied, customizing the codec integration and technical specifications to the partner’s specific requirements.

What’s more, MainConcept can even cover 3rd party video and audio IP license fees (e.g. Dolby, MPEG LA, Via Licensing, etc.), so no further negotiation or additional license agreements are required.

With exciting solutions for Blu-ray Disc 3D/MVC, SVC, CUDA, and more; being able to quickly integrate highly compatible MainConcept coding solutions allows our Certified Partners to get their products to market more quickly while maintaining partner specific requirements.

For maximum flexibility, MainConcept codec solutions can be brought to market both through MainConcept’s and/or the Certified Partner’s distribution channels. This way both companies’ reputation and marketing efforts can be leveraged for a successful product roll-out.

For more information on how the MainConcept Certified Partner program could work for you, please contact your MainConcept account manager or submit a request via our website at www.mainconcept.com/sales.

MainConcept core technology SDKs power many of the most popular broadcast, professional and consumer products in the market today. Our combination of high quality encoding, performance optimized for the latest processors and operating systems, as well as support for all of the major international codec standards in use today makes MainConcept the best choice for codec technology.

The same core codec technology has been used to develop plug-ins for popular digital media workflow applications from Adobe, Sony and Apple and has also been used to develop full standalone transcoding applications.

Whether you are a software developer looking for technology components, a digital media professional looking to add plug-ins to your existing workflow or a content creator looking for a ready-to-use transcoding application, MainConcept has a wide range of professional grade codec technology that is right for you.

**MainConcept™ CERTIFIED PARTNER PROGRAM INTRODUCING NEW COOPERATION BUSINESS MODELS**

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MainConcept Codec SDKs are available as Low Level APIs for Windows, Mac OS X and Linux as well as DirectShow filters. MainConcept SDKs are complete toolkits with all the components a developer would need including encoders, decoders, muxers, demuxers, scalers, converters and streaming components. Also included are presets for the most popular formats such as DVD, Blu-ray, AVCHD, Apple iPod / iPad, Sony PSP, Adobe Flash, HTML5, Sony XDCAM and Panasonic P2, ensuring an application will have precise format compliance and the widest compatibility possible.

Whether the application is a high quality Hollywood Blu-ray 2D/3D authoring solution, a bitrate sensitive internet video streaming application, a low latency real-time video conferencing system or a high performance industrial scale transcoding farm, MainConcept Codec SDKs provide the backbone technology to power leading edge software solutions.

MainConcept Decoder Packs make use of the renowned MainConcept decoding technology and are compliant with every software media player supporting DirectShow, such as Windows Media Player or Media Player Classic. Install the decoder packs and you can playback video in your favorite player or Media Player Classic. Install the decoder packs and you can playback video in your favorite player application.

MainConcept Reference Decoder utilizes the same high quality and high performance codecs as the Pro version, but is limited to just the most important consumer playback formats required for the web, mobile devices (including Apple iPod/Phone), DVD, Sony PSP, Flash and HTML5. This easy-to-use decoder satisfies the needs of professional customers regardless of whether they use the numerous presets developed by MainConcept or decide to create their own custom profiles using the advanced parameters. MainConcept Reference can be run using the intuitive GUI.

MainConcept Conversion Pack for Sony XDCAM Browser, users can remove the watermark limitations and fully use the transcoding functions. MainConcept Conversion Pack for Sony XDCAM browser includes several MainConcept components and profiles in demo mode for transcoding video clips. By licensing the MainConcept Conversion Pack for Sony XDCAM Browser, users can remove the watermark limitations and fully use the transcoding functions.

MainConcept Codecs are available with a range of different licenses to suit the needs of all customers from the multimedia world, including HTML5, Adobe® Flash, AVC-Intra, Sony XDCAM, Blu-ray, WMV and JPEG2000 DCI. In the multimedia world, users come into contact with many different video formats including AVCHD, DVD, Blu-ray, XDCAM, Sony PSP Apple, iPod, DVB-S2 and many more. Therefore, different players are required for watching these different video types or the PC does not have the needed decoder installed. MainConcept Decoder Packs make use of the renowned MainConcept decoding technology and are compliant with every software media player supporting DirectShow, such as Windows Media Player or Media Player Classic. Install the decoder packs and you can playback video in your favorite player application. Install the free MainConcept ShowCase Player Application that comes with all Decoder Filters or Media Player Classic. Install the decoder packs and you can playback video in your favorite player application.