

MAINCONCEPT™

POWERING THE DIGITAL VIDEO UNIVERSE

April 2022

www.mainconcept.com

We are MainConcept

We provide **professional video codec technology**,
trusted by the world's most innovative brands for **almost 30 years**.

We offer the highest quality, best performing, and most reliable **video SDKs, applications, and custom development services**.



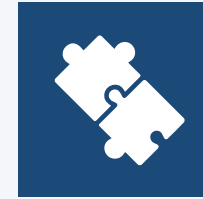
QUALITY

Superior audio & visual quality
at any bitrate



PERFORMANCE

Exceptional performance
on-site or in the cloud



RELIABILITY


Reliable audio & video solutions
for any use case



Notable news

- MainConcept HEVC wins MSU 4K competition
- Encode live 8K in-the-cloud or on-premise at 20%-50% the cost with Live Encoder and Hybrid GPU
- FFmpeg plugins expanding: HEVC, AVC, AVC Broadcast, xHE-AAC, MPEG-TS
- Codec support across processor architecture – x86 and ARM
- Codecs available in more frameworks: FFmpeg, GStreamer, WebAssembly



 Production
  Broadcast
  Streaming
  Gaming

 Surveillance
  Medical
  Digital Signage



DID YOU KNOW?

MainConcept technology is used to process most of the world's professional video.

CREATE. DELIVER. PLAY.



90% of Pro Video Workflows

Use MainConcept Codecs



LIVE

ON PREM, IN CLOUD
8K QUALITY
OPTIMIZED ENCODING





READY TO GO

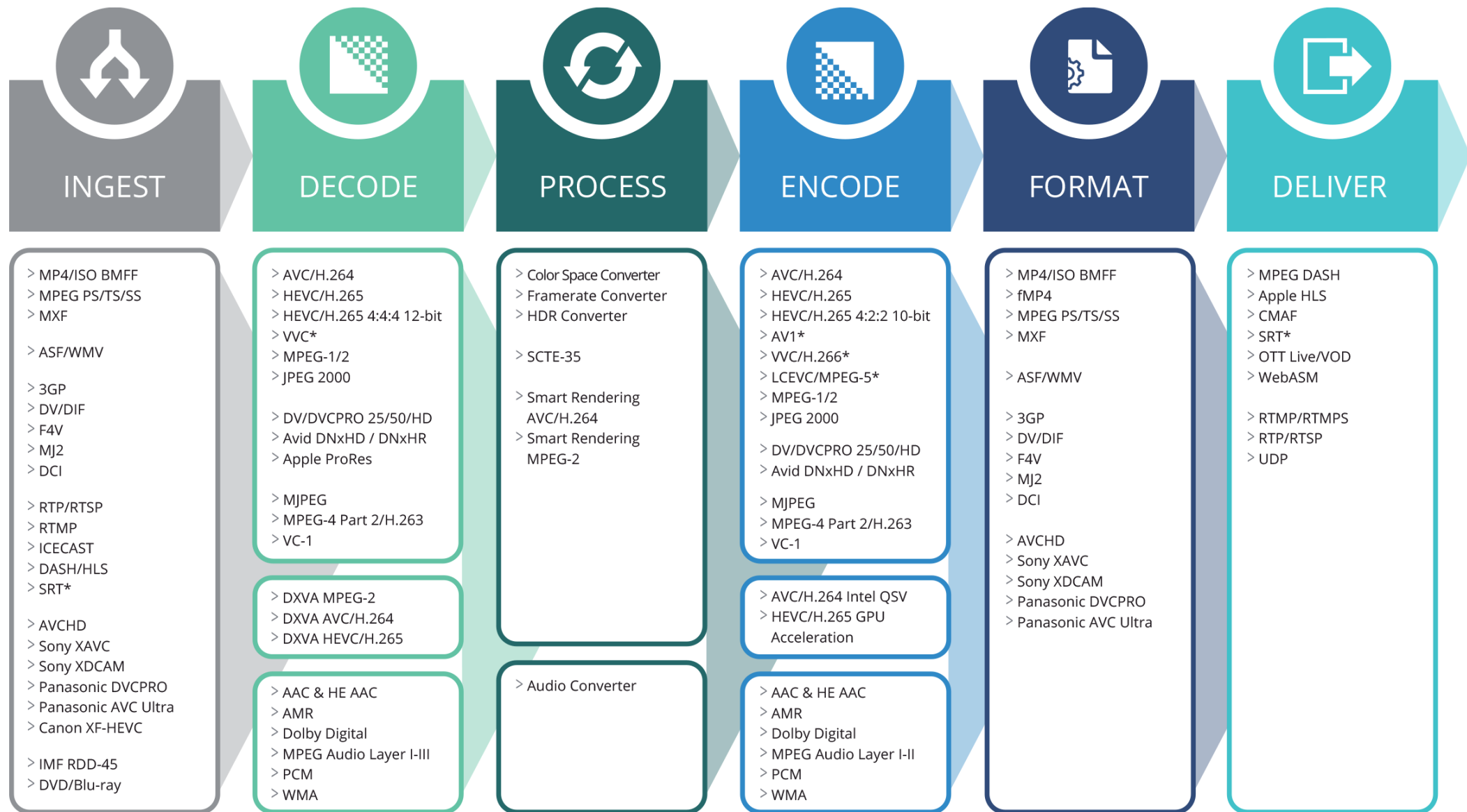
FFMPEG
GSTREAMER
WEBASSEMBLY

ESSENTIAL

INGEST
BROADCAST
OTT

The MainConcept Portfolio

PRODUCTS		OPERATING SYSTEMS	SILICON
SDKs <ul style="list-style-type: none">• HEVC• AVC• MPEG-2• AV1• Apple ProRes• Dolby Digital• Fraunhofer• Audio (AAC, PCM...)• Streaming...and many more	Plugins <ul style="list-style-type: none">• FFmpeg• Blackmagic Design• Adobe• Decoders Applications <ul style="list-style-type: none">• Live• Cloud• Transcoding	 FRAMEWORKS 	 



* Future products



arm

What others have to say...

Adobe

" Our collaboration with MainConcept ensures our customers have the high-quality encoding they need while taking advantage of the apps within Adobe Creative Cloud. "

Dalet

"MainConcept has proven to be a trusted partner for Dalet since 2008. Their codec library is one of the largest in the market, with an excellent balance between speed and quality. MainConcept remains at the forefront of the industry's latest codec needs, which is critical for our customers as the media format landscape keeps evolving."

Magix

" MainConcept is a reliable partner with the most complete codec collection worldwide. They not only offer all professional audio and video codecs, but also provide full parameter access and top-notch image quality for our editing applications. "

FXHome

" Along with a solid reputation and proven track record in the industry, MainConcept provided the widest selection of media formats and codecs that we wanted to support. "

Autodesk

" We are very pleased with the MainConcept codec products and the high performance they deliver for Autodesk solutions. "

Jan Ozer

" If you're a premium content distributor pumping out HDR 4K streams, this should put MainConcept on your short list. "



MainConcept vs. open source

Free is not always free



Work with us to:

- Solve a unique problem
- Design a specialized codec
- Adhere to tight timelines



With us, you get:

- Costs up front
- Design flexibility
- Support and Security

Benchmarks show MainConcept beats open source time and again

HEVC

UP TO **30%**
GREATER BITRATE
EFFICIENCY

AVC

2X
FASTER
ENCODING

“ Frankly, we were shocked by the results, we didn’t expect to see such a dramatic improvement in performance. Not only did this make our platform faster, but the cost savings are significant – over 50%. ”

Endeavor Streaming

Our Focus



CORE CODECS



PACKAGING



OPTIMIZATION



SERVICES

AVC
HEVC
VVC

Mux
Demux
File formats

ARM
GPU
Servers
Cloud

Support
OSS Integration
Customization
Legacy

Why MainConcept



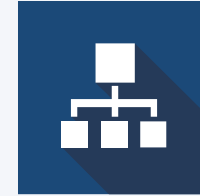
REDUCE COSTS

Leverage MainConcept support and professional services instead of increasing your staff



MINIMIZE RISK

Count on MainConcept experts to make sure you have the right tools to do the job



FUTURE-PROOF WORKFLOWS

Keep your content accessible today and every day with our expansive (and still growing) library of codecs

Customer Success

- Support included during evaluation period
- Ongoing support options available
- Expert technical staff
- Community Forum
- Professional Services

We have a global team, with experts across every region for 24-hour availability.



“MainConcept is a very valued partner. We can depend on the quality. When we have a customer problem, we know we can just contact you—someone is there and can help us in no time at all.”

ENDEAVOR

OUR NETWORK

WWE

IMG

UFC

ON LOCATION

RIO OPEN

ONE
SIXTY
NINETY

 Euroleague
Basketball


THE SHOWS

frieze

ENDEAVOR
STREAMING

MAINCONCEPT

IMG ARENA

WWE
SPORTS



SAILGP

SPORT 24

Hyde Park
WINTER
WONDERLAND

 IMG ACADEMY

IMG MODELS

IMG
MEDIA

 miami open
presented by 



Thank You