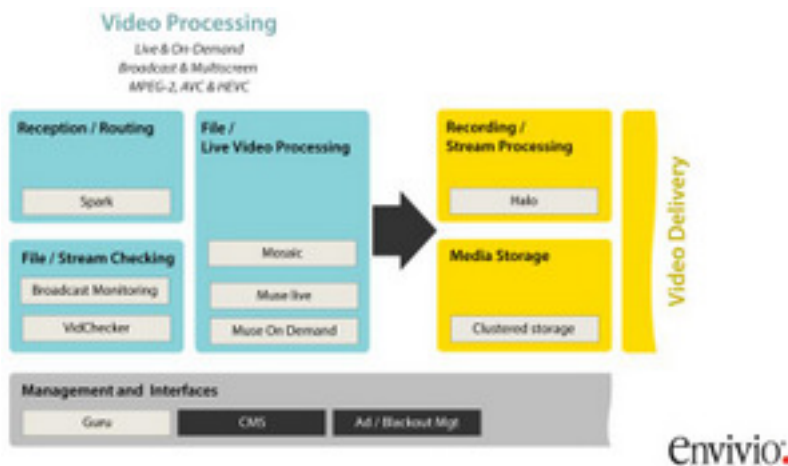


Envivio is Now Part of Ericsson

Written by Roger Douglas
30. 10. 2015



In a deal worth about \$125 million, **Ericsson adds Envivio** “competence, customers and highly advanced expertise in software-defined and cloud-enabled architectures for video processing” to their corporate umbrella.

This acquisition intends to strengthen Ericsson capabilities to enable content owners, broadcasters, TV service providers and network operators to accelerate the availability of new and compelling **TV Anywhere** viewing experiences that delight consumers, drive growth and loyalty.

Envivio began in 2000 as an inventor of video encoding technology. Along the way Envivio has amassed dozens of patents, pioneered video-over-IP methods, and continually develops support for emerging technology, from the first H.264 encoder and the first encoder to simultaneously support multiple devices and networks, to the first solution for protecting and delivering premium TV services to the iPhone.

The acquisition significantly enhances Ericsson’s software video encoding capabilities and drives forward its virtualized encoding concept, which enables abstraction of video processing functions from architectural and functional boundaries, enabling the flexibility to use both hardware and software based video compression, as well as any deployment architecture.

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Together, they expect to become "the Media Processing market number one."

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