

# Venera Acquires Mindego Analyzer

*Interactive bitstream analysis bolsters Venera's video T&M product line-up*

## **Burbank, California – April 11, 2011**

Venera Technologies, a leading global provider of products and solutions in the field of Video Test & Measurement (T&M) is pleased to announce that Venera has acquired the Mindego Analyzer, a leading H.264 and MPEG-4 bitstream analyzer used by the world's foremost digital video research labs and product development companies. The Mindego Analyzer software, which was developed by Venera and has been marketed by Mindego Inc., will now be marketed and sold worldwide by Venera under the brand "Venera Mindego Analyzer".

Venera had granted an exclusive worldwide license to Mindego to sell and distribute the Analyzer in 2003. Mindego Analyzer was one of the first products to introduce H.264 Analysis capabilities in 2004 and has been instrumental in bringing innovation to many aspects of bitstream analysis. Mindego Analyzer enjoys a rich user base with more than 100 customers worldwide.

The Analyzer is the latest addition to Venera Technologies' expanding suite of T&M products. According to Venera CEO Deepak Sharma, the acquisition is an ideal fit with Venera's strategy, "As we broaden our presence in the video test and measurement solutions market, the Analyzer gives us an existing platform to serve the needs of leading video technology companies and reach out to a larger segment of global customers."

"Venera's acquisition of the Mindego Analyzer is a positive development for the software and all around great news for the Analyzer user base," stated Paul Collins, Mindego's President. "They will now have access to Venera's outstanding support team and can look forward to future enhancements."

Mindego Analyzer is a bitstream analysis solution designed for H.264/MPEG technology professionals. The Analyzer gives media professionals the ability to analyze and explore data files coded to the H.264 and MPEG specifications and related industry interoperability guidelines, such as 3GPP, that incorporate elements of the MPEG standard. Its purpose is to provide fast, yet comprehensive insight into the structure, contents and coding of MPEG files and bitstreams.

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## **About Venera Technologies**

Venera specializes in providing cutting edge solutions in the field of digital media. Since its inception in 2003, the company has been delivering quality, innovative solutions and creating long-lasting relationship with its customers. Venera's offering, Pulsar, improves the operational efficiency for its customers by automating their content QC processes. Many global brands are users of Venera's solutions and technologies.

For more information visit <http://www.veneratech.com>

## **About Mindego**

Mindego Inc. is an Oakland, California based company that develops and markets software to the digital video industry. The company has developed interactive middleware for visual entertainment platforms and provided video diagnostics software tools to R&D and product engineering organizations throughout the world.

For more information visit <http://www.mindego.com>

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