

MediaKind

Atlas Upscale

Highest quality HD
to UHD asset
conversion



AQUILA
Consumer Delivery

Atlas Upscale from MediaKind is a cloud-based AI-driven upscaling solution that provides low and scalable operational costs yet produces unrivalled and outstanding results

With MediaKind's cloud-based AI-driven upscaling solution, media service providers can significantly outperform traditional upscaling and deinterlacing methods while retaining low and scalable operational costs.

High production costs have been responsible for delaying the widespread deployment of UHD broadcast offerings. Very few special events tend to be produced and broadcast in UHD, with most true 4K content comes from the dominant streaming providers and even that is significantly less in quantity than their non-4K libraries offer. As a result, UHD displays are not used to their full potential since the final picture representation relies on the viewing device upscale capabilities, which tends to be highly constrained by computing and power consumption limitations. High-quality and reliable upscaling can be a viable solution to accelerate 4K channel and content availability, allowing content owners and distributors to reduce costs not only by complementing their UHD offerings with high-quality content generated from existing HD libraries, but also by leveraging on their existing production pipelines and retaining control over the way content will be rendered on consumer UHD screens.

Market challenges

Content providers have been slow to make true 4K content available. Very little 4K content is being broadcast over the air today. Some broadcasters are offering 4K channels, but programming is limited, typically to special events. Most of the Linear TV content still comes through at a 720p or 1080i resolution. Most true 4K content comes from the major streaming providers and even that is significantly less in quantity than their non-4K libraries.

Content owners need technological advancements to follow the popularity trend in UHD content to strengthen their position and respond to the market demand quickly.

As per The Business Research Company in their latest "4K TV Global Market Report 2022" published on September 2022, the 4K TV market is expected to grow to from \$181 billion to \$396.34 billion in 2026 at a compound annual growth rate of 21.6%.

The rising consumer demand for UHD content and technology devices is driving the growth of the 4K TV market.

Meeting the challenges

MediaKind offers a cloud-based AI-driven upscaling solution, able to significantly outperform traditional upscaling and deinterlacing methods while retaining low and scalable operational costs.

MediaKind has developed innovative technology using machine learning and neural networks to perform this kind of high-quality upscaling of content

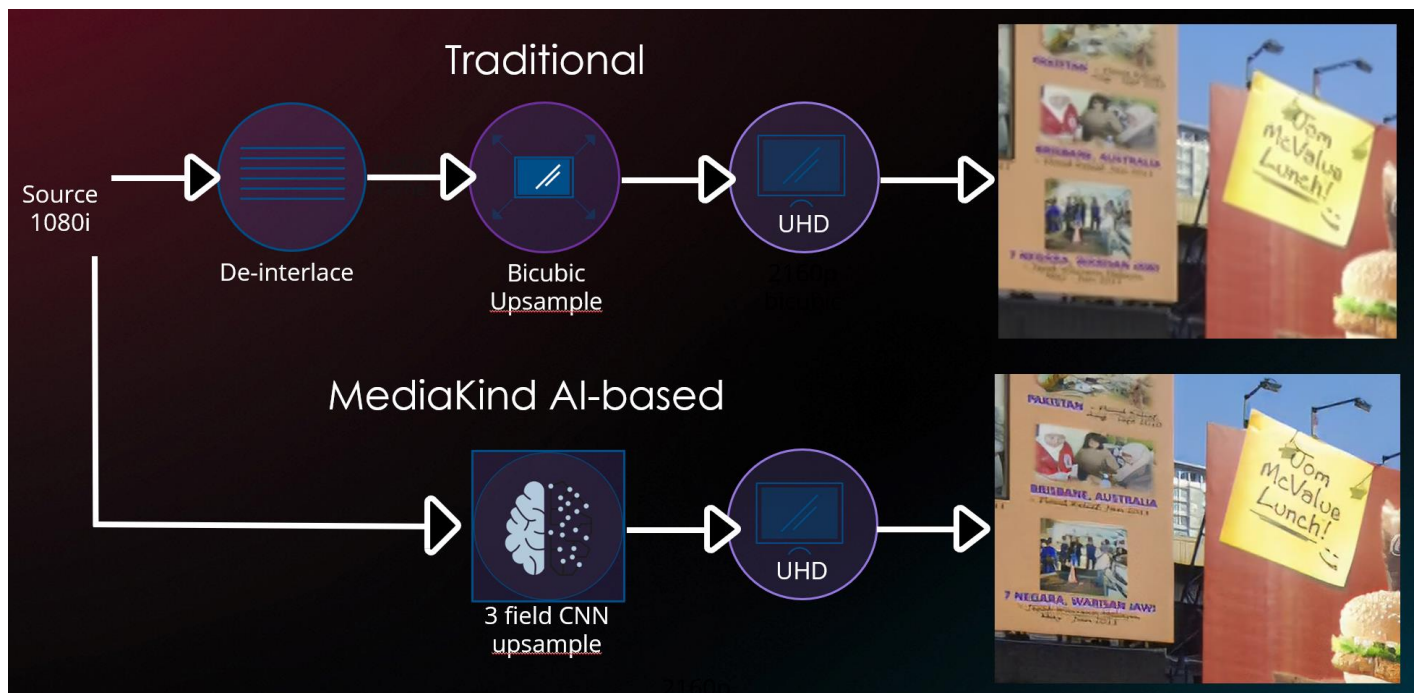
- The innovative technology has outstanding results
- The process can run in any cloud
- The workflow is simple; Upload content, Execute, Transact, Download transformed content



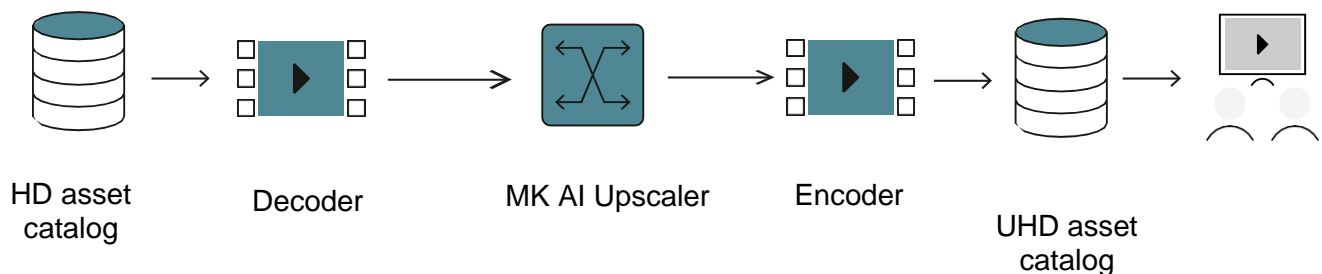
Atlas Upscale solution values

- **Economy with scale**
A cloud-based AI-driven upscaling solution that retains low and scalable operational costs
- **Monetize**
Complement UHD offerings with high-quality content generated from existing HD libraries and leverage existing production pipelines all the way up to a final up-conversion stage
- **Ultimate Performance**
Significantly outperforms traditional upscaling and deinterlacing methods

Atlas Upscale solution workflow



Key solution components



Value to the consumer

- Satisfy consumer demand for UHD content
- Delivering more content, more rapidly with the highest possible Picture Quality at point of origin
- Ensuring consumers have a rich user experience across all devices, anywhere.

As a Service model

Atlas Upscale as a service leverages benefits of the overall **Atlas cloud** solution for processing video for professional delivery and extends these to offer them as a fully managed service.

This type of solution deployment enables some key additional benefits:

- Reduced in-house operational requirements and lifecycle cost implications as these are managed by MediaKind
- Significant cost efficiencies from the reduction of locally deployed equipment procurement or management since the solution leverages public cloud infrastructure
- Faster time to market for media content
- Peace of mind from proven integration with ecosystem partners to offer a full turn-key solution





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