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Envivio Cuts Through Standards Confusion to Lead the March to 4K TV and Future Ultra High Definition Video Delivery

SAN FRANCISCO, CA --(Marketwired - April 28, 2015) - Technical developments leading to the widespread, commercial deployment of 4K video delivery can become bogged down as the industry determines the standards and steps leading to the delivery of Ultra HD television. To maintain progress toward the goal, Envivio advises that video service providers should do the following: first, focus on HEVC for optimizing existing OTT and mobile applications; then prepare for upcoming improved picture quality comprising 4K and HDR. Implementing pure software solutions lets video service providers take a step-by-step approach toward this goal.

"HEVC is already here and is a must for the eventual jump to 4K TV. We can deliver a better viewing experience to consumers and minimize network costs for operators right now by using the technology at our fingertips to step up to gradually improved picture quality," said Julien Signès, founder and CEO of Envivio.

"With respect to HDR, there is an emerging consensus that 4K with HDR will bring the wow factor expected by the industry. Envivio solutions are ready now to enable this in a flexible and organic way," Signès added. "While there are still competing HDR standards being considered by the industry, using a pure software approach like Envivio's, guarantees future readiness, whatever technology standards end up being adopted."

"Our software halves the bandwidth in use compared to H.264/AVC for all devices. Our HEVC solution is ready today," Signès concluded.

Envivio's pure software video solutions and technologies can be used by operators to optimize their networks, starting with the delivery of HEVC content. Envivio will be demonstrating its ground breaking pure software solutions at TV Connect in London (Booth 52, April 28-30, 2015) and at INTX in Chicago (Tek Stadium Booth 100, May 5-7, 2015).

About Envivio Envivio (NASDAQ: ENVI) is a global market leader and innovator of video software solutions that are trusted by video service providers and content companies worldwide to power stunning video quality and captivating, personalized experiences to their millions of viewers on their main screen as well as any device, over any network. Leveraging its pioneering and technically superior virtualized video delivery solutions, Envivio enables video operators of any size to increase revenues and reduce costs while uniquely providing the best-in-class quality, reliability, efficiency, and scalability to support the new age of video anywhere. Envivio is headquartered in San Francisco, California with offices worldwide in France, China and Singapore. Visit www.envivio.com for more information, or connect with us on LinkedIn.

Forward-Looking Statements This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including statements about the anticipated benefits and features of Envivio's products. Actual results may vary materially due to a number of factors including, but not limited to, the risk that, Envivio's products do not operate as intended or do not receive market acceptance, capital spending in our target markets decreases or is delayed, we are unable to maintain profitability, our relationship with our channel partners is disrupted, as well as other risks that are detailed from time to time in Envivio's SEC reports, which can be found at www.sec.gov. Envivio is under no obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements whether as a result of new information, future events or otherwise. Information contained in our website is not incorporated by reference in, or made part of this press release.

This information is intended to outline our general product direction, is not a commitment, promise or legal obligation to deliver any material, code, or functionality, and should not be relied on in making a purchasing decision. The development, release, and timing of any features or functionality described for our products remains at our sole discretion. Envivio reserves the right to modify future product plans at any time. These new software options may be purchased separately when and if available.

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