



V-Nova LCEVC

Next-generation video experiences on today's devices

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V-Nova LCEVC is the industry's first highly optimized software library for encoding and decoding enhanced video streams with MPEG-5 Part 2, low complexity video enhancement coding (LCEVC). LCEVC enhances industry-standard codecs to add additional layers of quality and efficiency, providing the optimum way to deliver an OTT service across all screens and at all resolutions from SD to UHD today.



V-Nova LCEVC delivers a step-change in video quality to reduce viewer churn, reach more viewers by enabling video over lower bit rates, and reduce data delivery costs without the vast cost of upgrading components across the entire system.

V-Nova LCEVC Key benefits



Higher quality & resolution

Increased Quality of Experience reduces subscriber churn and increases viewing times for improved ad-monetisation



Reach more customers

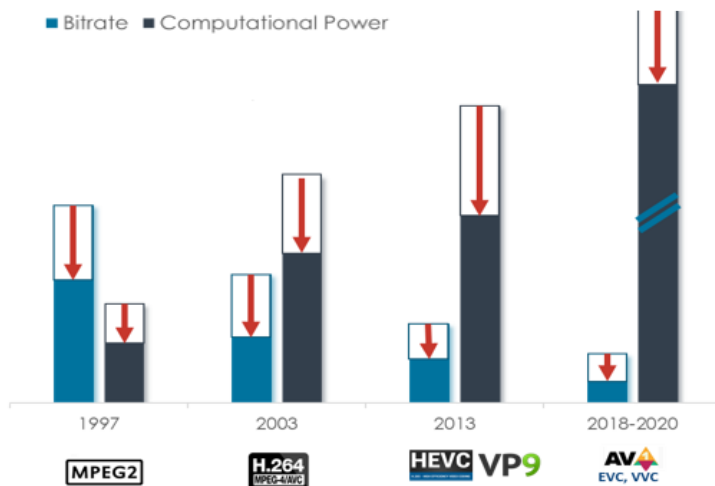
V-Nova LCEVC delivers high-quality at previously unattainable bitrates meaning viewers can be reached even over the most limited or congested networks



Cut encoding & delivery costs

Reduce CDN and storage costs by up to 70%. Lower encoding processing demands also increase the channel density of the headend

LCEVC improves compression quality and processing requirements for all codecs



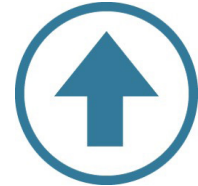
- Up to 50% lower Bitrates and up to 70% lower Computational Power than any base codec alone
- LCEVC's low-complexity allows immediate deployment entirely in software also on HW and devices already in the field

Unified delivery to all devices without increased power consumption

LCEVC works within all industry standard formats like HLS or MPEG-DASH enabling rapid deployment to your existing OTT video delivery setup.

LCEVC-enhanced streams have the same device compatibility as the underlying base codec via a simple software update to their player, whilst legacy devices that are not yet LCEVC enabled happily play the underlying stream. A single adaptive streaming ladder can therefore be delivered to all devices avoiding the need for duplicating workflows.

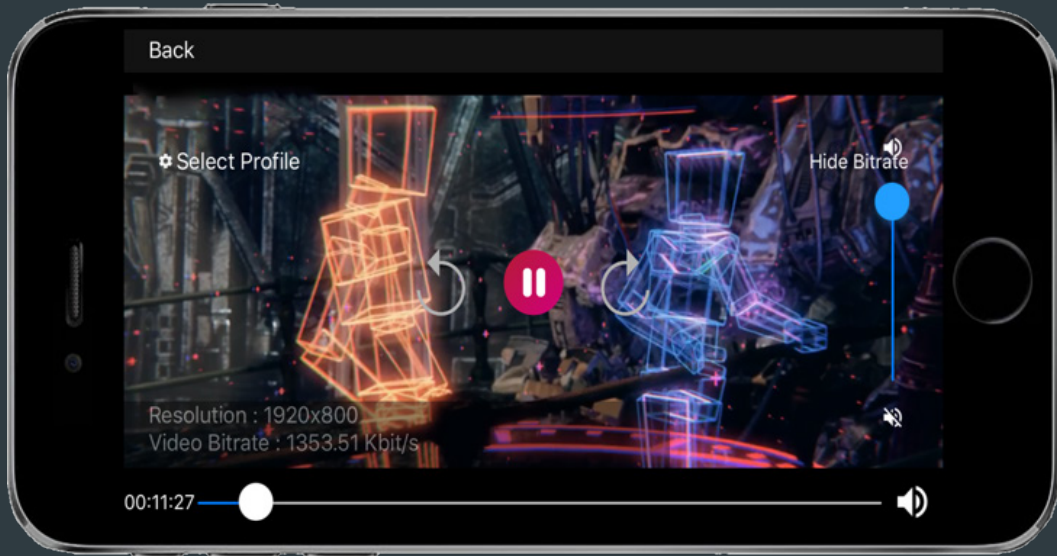
LCEVC enhanced content plays back using a device's existing hardware decoder for the underlying codec (e.g. H.264 or HEVC) along with other standard resources and therefore battery consumption is equivalent to any existing video delivery.



Easy to deploy

LCEVC is easily deployable at any level in your software stack or workflow. It can be deployed using off-the-shelf commercial solutions, as well as easily integrated in any existing workflow using the V-Nova SDK and well-documented reference integrations available as patch updates for your existing workflows.

	Encoders	Players
Commercial solutions	<ul style="list-style-type: none"> V-Nova Platform 3rd party vendors 	<ul style="list-style-type: none"> 3rd party vendors
Reference integrations	<ul style="list-style-type: none"> FFmpeg Reference encoders (Android/iOS/WebRTC) 	<ul style="list-style-type: none"> ExoPlayer VLCKit Hls.js / video.js
LCEVC SDK for all major platforms	<ul style="list-style-type: none"> Multi-platform Encoder SDK 	<ul style="list-style-type: none"> Multi-platform Decoder SDK
	Windows / Linux (X86/ARM/GPU/FPGA)	Android, iOS, HTML5, Windows, MAC



Download the V-Nova app to
view Live and VOD examples



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