

Media Excel Welcomes Joel Derrico to its Technical Advisory Board

Austin, TX and San Francisco, CA – December 4, 2024 - Media Excel, a global leader in video encoding, transcoding, and packaging, has announced that Joel Derrico has joined its Technical Advisory Board. A recognized leader in video compression, processing, and distribution, Joel brings over three decades of expertise to the table. His deep understanding of emerging media technologies, combined with his leadership in telecommunications and engineering, will play a pivotal role in supporting Media Excel's mission to innovate and lead the industry in high-performance video processing solutions.

Joel is currently serving as Principal Engineer at Cox Communications, where he has spent nearly 16 years driving the company's technological initiatives in network architecture and video delivery. In addition to his work at Cox, Joel is a recognized industry leader and the Chair of the SCTE Digital Program Insertion (DPI) Work Group. He has also been an active contributor to multiple key standards, including SCTE 35, SCTE 130, and SCTE 224, which are critical in the development and deployment of digital content distribution technologies.

"I'm delighted to join Media Excel's Technical Advisory Board and have the opportunity to contribute to the company's vision for the future of video delivery," said Derrico. "Media Excel has a long history of leadership in transcoding and video compression, consistently delivering solutions that solve pressing industry challenges. I look forward to helping the team continue this work at such an important time for the industry."

Joel's extensive background also includes leadership roles at Scientific-Atlanta, where he was instrumental in creating several industry-defining products in video technologies. Prior to his time at Cox Communications, Joel co-founded Reverb Networks, where he led the development of self-optimizing network technologies. He also served as Managing Director at Teledyne Paradise Datacom, where he expanded the company's capabilities in satellite communications, and held senior roles at Comtech EF Data, focusing on satellite modems and next-generation communication technologies.

"Joel's vast experience, leadership in industry standards, and proven track record in video technology innovation, make him a perfect addition to the Media Excel Technical Advisory Board," said Narayanan Rajan, CEO of Media Excel. "His guidance will be instrumental in advancing the company's solutions and ensuring our continued success in the rapidly changing media and entertainment technology space."

Joel holds a Ph.D. in Bioengineering and Biomedical Engineering from the University of Pennsylvania (1991), an MSE in Bioengineering (1988) from the same institution, an MSEE in Electrical Engineering (1986), a BEE in Electrical Engineering (1984) and a BME in Mechanical Engineering (1984), all from the Georgia Institute of Technology.

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About Media Excel

Media Excel is a leading provider of customized video encoding and transcoding solutions, specializing in delivering high-quality, efficient, and cost-effective encoding technologies to media service providers worldwide. With a focus on innovation and customer satisfaction, Media Excel continues to revolutionize the video encoding landscape with cutting-edge solutions like DIVA encoding. For more information, please visit www.mediaexcel.com.

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