

Welcome to farmOTT, powered by Ittiam Media Labs

The farmOTT Advantage -

farmOTT is amongst the first of cloud based transcoding solutions that seamlessly provides HEVC transcoding in the cloud. Be among the first to experience the best of video quality, at lower than expected bit-rates (compared to H.264) by transcoding your videos to H.265 [commonly referred to, as HEVC::High Efficiency Video Coding] and stream it at lower bitrates. It's as simple as creating a profile, selecting the HEVC flavor to match the expected bitrate, upload and transcode a file.

What is HEVC?

High Efficiency Video Coding (HEVC) is the latest standard aimed at dramatically improving the compression efficiency of video streams for resolutions ranging from Mobile to Ultra-HD. HEVC achieves significantly higher compression ratios than its predecessors, with its key benefit being bandwidth reduction, targeting a 30% -50% reduction in bit rate versus today's MPEG-4 AVC benchmark at comparable video quality.

Benefits of HEVC

With Video traffic on the web increasing every day, farmOTT with HEVC is trying to bring out a quality viewing experience of video to its best at a lower bitrate. By making this available on the cloud we have brought the best of compression algorithms to an anytime/anywhere context that the Cloud offers.

What are you waiting for?

Subscribe to farmOTT and experience the best of video technology now without having to worry about the Capital Expenses. To Login, visit <https://transcode.farmott.com/farmott/> with user name and password provided to you

For any further queries, send an email to support.farmott@ittiam.com

- The farmOTT Team