

# Encoder Farm Undercuts Competition for Video Encoding Costs by 90%

SYDNEY, AUSTRALIA, January 29, 2018 /EINPresswire.com/ -- Encoder Farm is pleased to announce the launch of its cloud video encoding service that drastically slashes SaaS costs by using a different billing model. Encoder Farm is a unique cloud video encoding service that charges a single, all-inclusive price per encoder, rather than charging per minute, per-gigabyte, or by demanding huge overages for outputs such as HD video.

Having been in the position of having to pay a \$58,000 video encoding bill himself on one occasion, Encoder Farm's Liam McCallum is delighted to be able to provide encoding services to customers without having to bankrupt them in the process.

"I truly believe video encoding prices have stifled innovation within today's social media space," says McCallum. "When a new startup estimates their AWS or Zencoder bill on top of their already high bandwidth bill, then that new app idea suddenly doesn't seem so feasible."

Encoder Farm allows the customer to control how much they pay for video encoding. By charging a single, all-inclusive price per encoder, customers can choose how quickly their queue gets processed.

"If you're a bootstrapped startup, then a single \$199 encoder will process up to 40 thousand minutes a month," McCallum explains. "If you're well funded, then throw a hundred or a thousand encoders at your queue; it's instantly and infinitely scalable."

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*Liam McCallum*

Encoder Farm also aims to be easier to get up and running than the competition by offering a fully featured but much simpler API.

“See for yourself” says McCallum. “Sign up for free, no credit card required, and use our point and click API builder tool. All



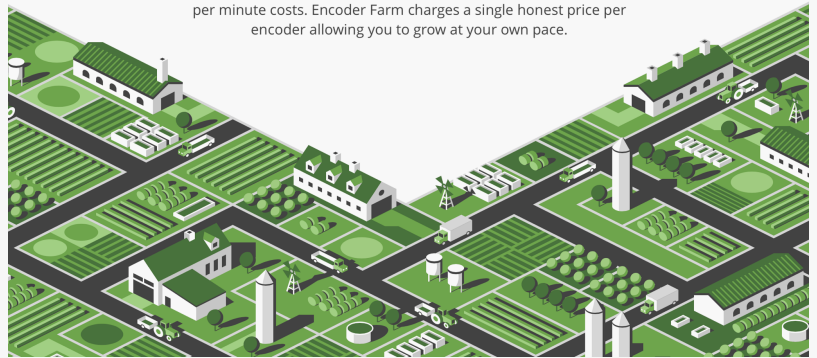
## ENCODER FARM



ENCODER FARM

### 10x Cheaper Video Encoding for Startups

Eliminate startup bill anxiety with no hidden fees, bandwidth charges or per minute costs. Encoder Farm charges a single honest price per encoder allowing you to grow at your own pace.



free accounts come with 6 trial encoders so it's easy to see how the system works.”

#### About the Company:

Established in 2012, Encoder Farm is a video encoding API for developers with locations in New York, Hong Kong and Australia. Well suited for startups, the company's services are tailored toward customers who need to process high volumes of video at a rate that's 10 times cheaper per month than the competition.

For more information on how cut your video encoding bill by 90%, visit [encoderfarm.com](http://encoderfarm.com)

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