

# VisualOn's Optimizer with C21 Live Encoder: setting a new benchmark for Video Quality



The C21 Live Encoder is Cires21's high-efficiency, broadcast-grade encoding solution. With the integration of VisualOn's Optimizer, the encoder dynamically enhances video quality or reduces bandwidth—without changing your existing workflows.

VisualOn's Optimizer uses Content-Adaptive Encoding—to analyze each video segment in real time and tailor encoding parameters dynamically. Unlike traditional one-size-fits-all encoding, CAE adjusts settings based on motion, detail, and complexity.



C21 Live Encoder

+

VisualOn Optimizer

- ✓ Boost VMAF scores
- ✓ Cut bitrates by up to 40%
- ✓ Improve startup time and viewer experience

Codec → Bitrate Reduction → VMAF Gain

**H.264** → 30-40% → +6-10 pts

**HEVC** → 20-40% → +6-9 pts

**AV1** → 15-30% → +5-9 pts

Experience the next generation of video quality!  
Ask for a demo [info@cires21.com](mailto:info@cires21.com) or scan the QR Code



**CiRES21**

+



*VisualOn*

[cires21.com](http://cires21.com)