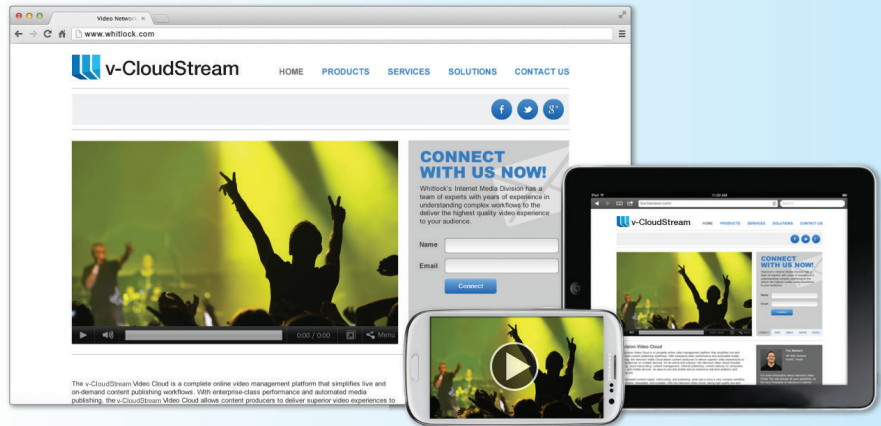




v-CloudStream Enterprise-Class Cloud Sharing

END-TO-END MEDIA MANAGEMENT AND DISTRIBUTION FOR ANY DEVICE

Share
live and
on-demand
video in
an instant.



v-CloudStream is a unique end-to-end, cloud-based, streaming solution –

your live or on-demand video content is transcoded in the cloud and published across the world’s foremost Content Delivery Network (CDN) to any connected device providing an exceptional user experience. The service includes automated video content management and publishing and an easy-to-use Site Builder to jump-start your microsites for high quality live and on-demand video experiences on all connected devices.

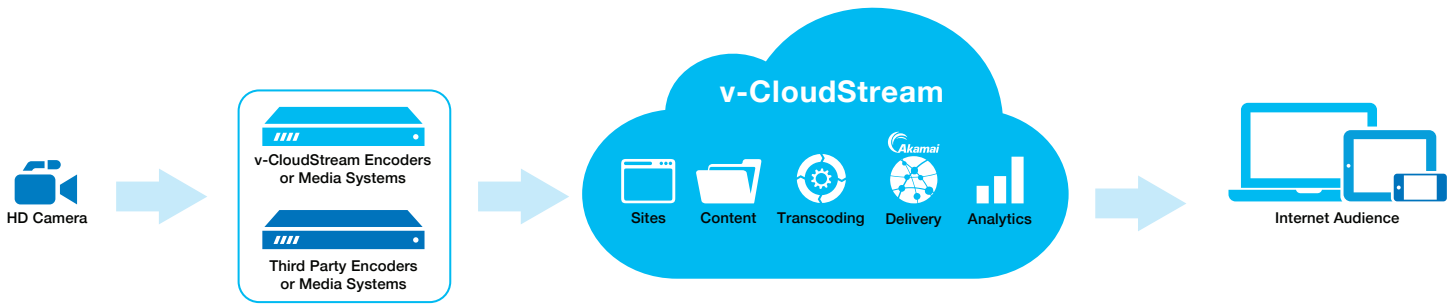
Core components of the v-CloudStream Video Cloud

Video Content Management System The Video Content Management System provides fully automated ingest and publishing for live and on-demand video workflows. The Video Content Management System integrates the publishing workflows, file transcoding, media management, and powerful viewer-based analytics within an intuitive user interface providing complete control of the viewer experience, ownership and control over the video content, the ability to make decisions based on content consumption.

Live Transcoding For your live cloud transcoding needs, the v-CloudStream Video Cloud provides multiple options including: KulaByte, the highest quality live transcoding software with adaptive streaming formats to support all connected devices or 24/7 linear cloud transcoding fully managed services.

Content Delivery Empowered by Akamai’s industry leading content delivery network (CDN) for storage and transport, the v-CloudStream Video Cloud provides an end-to-end one stop solution for any of your media distribution needs. Rest assured that your high quality content is accessible reliably and quickly to any audience, anywhere.

Configurable Video Micro-Sites The v-CloudStream Video Cloud’s Site Builder tool allows you to get started quickly so you can deliver your live and on-demand video across all devices. Select from templates, insert powerful Flash/HTML5 players from the Video Content Management System or your own custom players, customize the branding to fit with your own current web design, enable live chat, and add plug-ins with ease.



Features of v-CloudStream

Easily Ingest Content Simply deposit your content into a watch folder and take advantage of intelligent publishing workflows to make it available to any user, on any device.

Custom Feeds for Growing Audiences Increase your video views with dynamic or curated feeds delivered to HTML5 & Flash video players. Manage the collection of metadata related to published media.

Automated Content Publishing Workflows v-CloudStream automates the ingest and publishing workflow from file selection, to transcoding, to the application of asset types. Smart publish profiles automate the delivery of content to websites, mobile devices, tablets and set-top boxes as well as leverage social media integration with Facebook, Twitter, YouTube and other outlets.

Analytics and Reporting Dynamic viewer-based tracking of video content is simple with v-CloudStream. With visual reporting tools powered by Conviva's Viewer Insights, two sets of live and historical reports are available: Quality of Service Reporting and Audience Insights. Quality of Service reports allow publishers to instantly monitor and track video start-up times, buffering information, failures and top-viewed content.

Exceptional Support and Professional Services v-CloudStream includes 24x7 support, training and account management to ensure everything is in place to design, implement and support your needs. It includes complete end-to-end media workflow solution, from content ingest to metadata management and file transcoding, to storage and delivery in partnership with Akamai CDN services.

Product Features	Product Benefits
End-to-End Media Solution Encode	Encode - Publish - Transcode - Manage - Deliver - Players - Website - Analytics
Live and On-Demand	Blending the best cloud workflows leveraging the world's premier cloud transcoding engines
Automated Content Workflows	Simplified, repeatable, scalable ingest, transcoding, and publishing
Site Builder	Quick-start your media portal with powerful and customizable templates
Configurable Flash/HTML5 Video Players	Template players or Player SDK that allows you to build customized players
Comprehensive API's	Integrate workflow components directly within your management system via REST API
Extensive Analytics & Reporting	Real-time and historical viewer-based analytics about the quality of service and audience experience