

The Haivision Video Cloud™ is unique in providing an end-to-end solution - from live encoding of your events, through cloud transcoding, automated video content management and publishing, across the world's foremost Content Delivery Network (CDN), and ultimately to any connected device to provide an exceptional user experience.

The Haivision Video Cloud also includes an easy-to-use Site Builder to jump-start your micro-sites for high quality live and on-demand video experiences on all connected devices. Finally, the Haivision Video Cloud includes powerful real-time viewer-based analytics so you can monitor and manage audience experience, engagement and viewing quality.

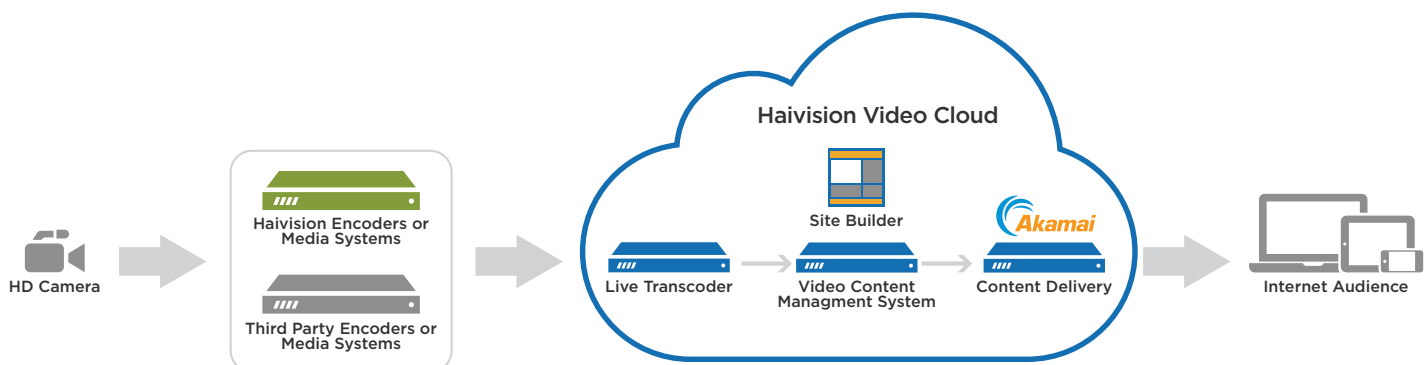
Core components of the Haivision Video Cloud

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 Transcoder For your live cloud transcoding needs, the Haivision Video Cloud provides multiple options including: KulaByte, the highest quality live transcoding software with adaptive streaming formats to support all connected devices, pay-per-use automated cloud transcoding with HyperStream Live (www.hyperstreamlive.com), 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 Haivision 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 Haivision 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 the Haivision Video Cloud

Easily Ingest Content Adding content to your media portal has never been easier. 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. The ultimate power of the Haivision Video Cloud rests in integrating and publishing live and on-demand streams from high quality encoding sources such as Haivision's KulaByte, Makito, or Viper, Haivision's Media systems such as the Calypso and Furnace, and virtually any third-party encoder or media system.

Custom Feeds for Growing Audiences Increase your video views with dynamic or curated feeds delivered to HTML5 & Flash video players. Creating, managing, and organizing your content should be as efficient as possible. Managing and acting upon the collection of metadata related to published media is an important aspect of online video. To target your audience as accurately as possible, the Haivision Video Cloud provides the flexibility to define a combination of dynamic and fixed play sequences for on-demand and live video.

Automated Content Publishing Workflows The Haivision Video Cloud automates the ingest and publishing workflow - from file selection, to transcoding, to the application of asset types. Ingest source content with metadata applying watch folders, feed readers and ingest adaptors. 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. The Haivision Video Cloud is simple to use and easy to implement, allowing you to get started quickly and scales with your needs as your video publishing requirements expand.

Analytics and Reporting Dynamic viewer-based tracking of video content is simple within the Haivision Video Cloud's analytics and reporting console. 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. With Audience Insights, publishers can monitor and manage audience experience, engagement and viewing quality. In addition to the two levels of reporting tools, the Haivision Video Cloud management console provides plug-ins to connect with additional third-party reporting tools.

Exceptional Support and Professional Services The Haivision Video Cloud service includes 24x7 support, training and account management to ensure everything is in place to design, implement and support your needs. If you have specific configuration and development needs, our Internet Media Delivery (IMD) team can help you integrate a 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. From standard services to a completely customized development effort, the IMD services team can help you build the right solution to fit your organization's needs.

| Product Features | Product Benefits |
|---|--|
| End-to-End Media Solution | 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 |