



ecast

DIGITAL MEDIA SOLUTIONS



**CAPTURE – TRANSFER – TRANSCODE –
DELIVER**

Ecast is a revolutionary new way to deliver video to every screen.

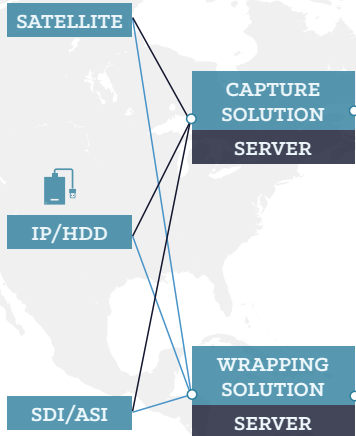
The Ecast platform is a complete end to end IPTV solution for OTT providers. Manage your entire video process from capture through to final delivery to customers. Ecast's technology makes it possible to receive content from anywhere in the world. Manage your Live and VOD content with cost effective transcoding, authentication and monetisation technologies. Our innovative technologies are on leading edge of Digital Asset Management. Ecast offers a "world first" unique Optimisation Engine for super-efficient delivery to customers of video over congested internet services.

Ecast allows viewers to watch content on multiple devices - Set Top Boxes, PCs and Mobile devices. Viewers have a simple and easy to navigate HTML5 based User Interface to watch live TV channels and events, VOD catalogues and a browser to access favourite web content. Catchup TV, recording and powerful search engines ensure viewers can watch what they want, when they want. Turn every TV into a Smart TV with Ecast.

Ecast is an extremely cost effective SAAS and IAAS solution, customisable to your requirements.

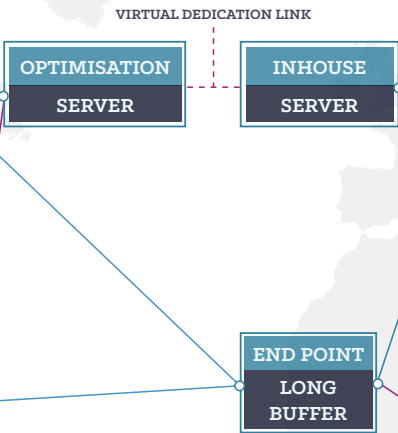


CAPTURE



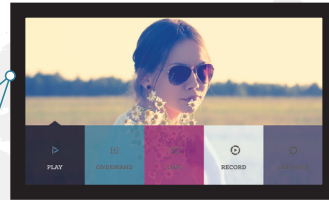
TRANSFER

CENTRAL SERVER



TRANSCODE

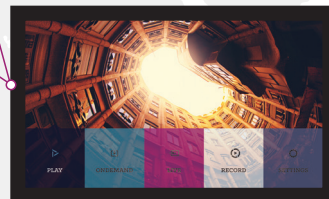
LIVE



LIVE COMES IN > 30-60 SEC BUFFER > GOES OUT

SAAS/IAAS

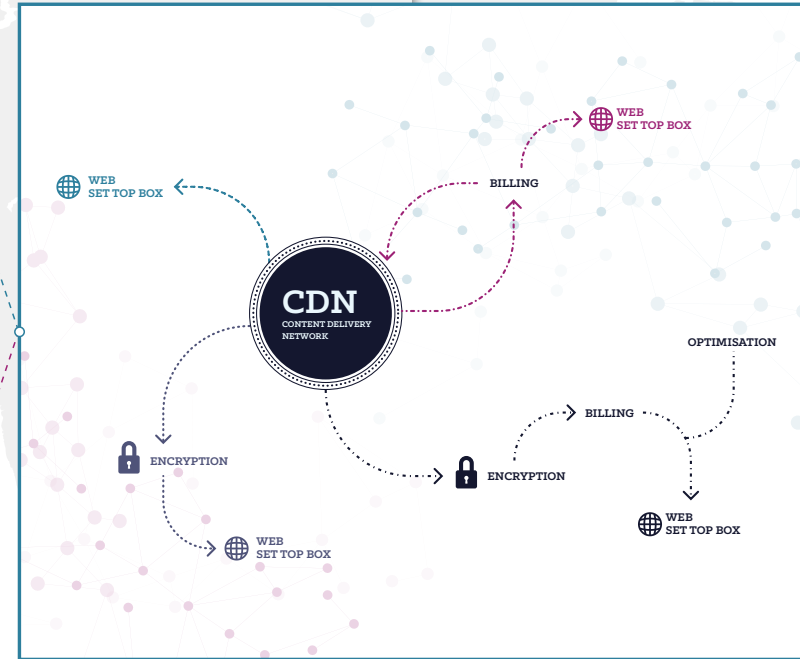
QUE



QUE > FILLED IN > FIFO Q

BILLING

DELIVERY



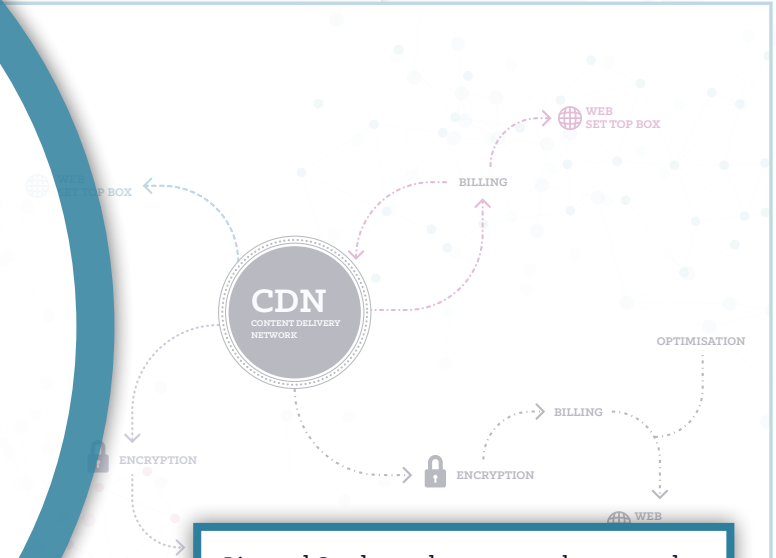
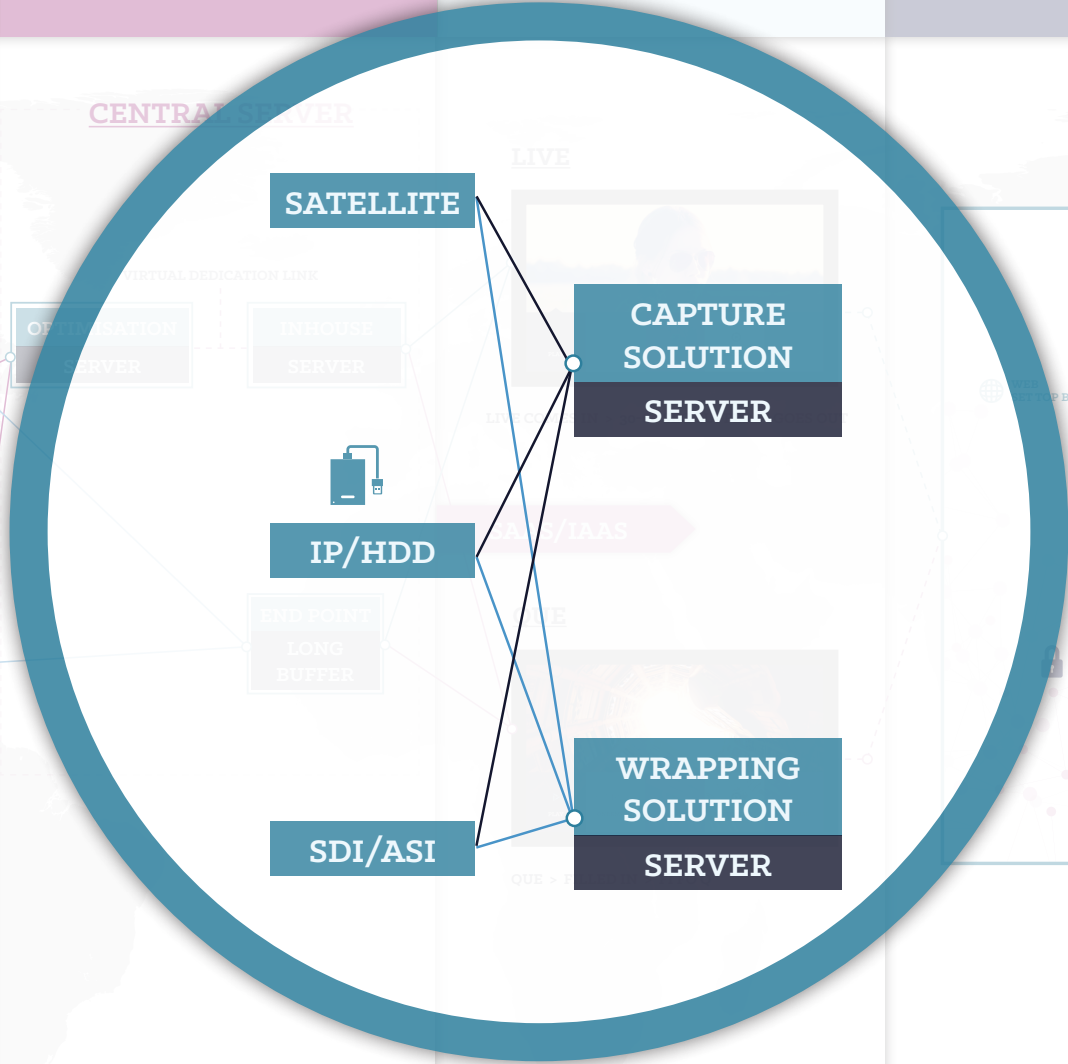
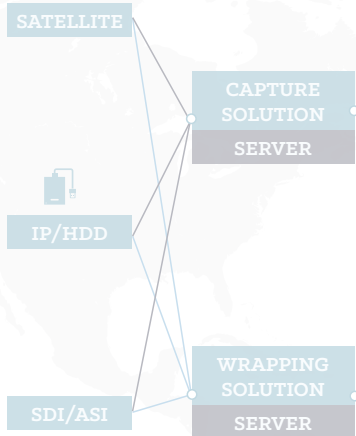
CAPTURE

TRANSFER

TRANSCODE

BILLING

DELIVERY



Live and On-demand content can be captured in three ways;

1. Satellite or Local Broadcast – Channels and upload programmes are fed into a Custom capture server which outputs an IP stream. (In format XXX and out formats XXX?)
2. IP – Channel feeds are fed into a server which then creates a managed stream that can be delivered from any location in the world. (In format XXX and out formats XXX?)
3. Hard Drive – VOD files are uploaded into a server for IP transfer. (Codecs XXX?)

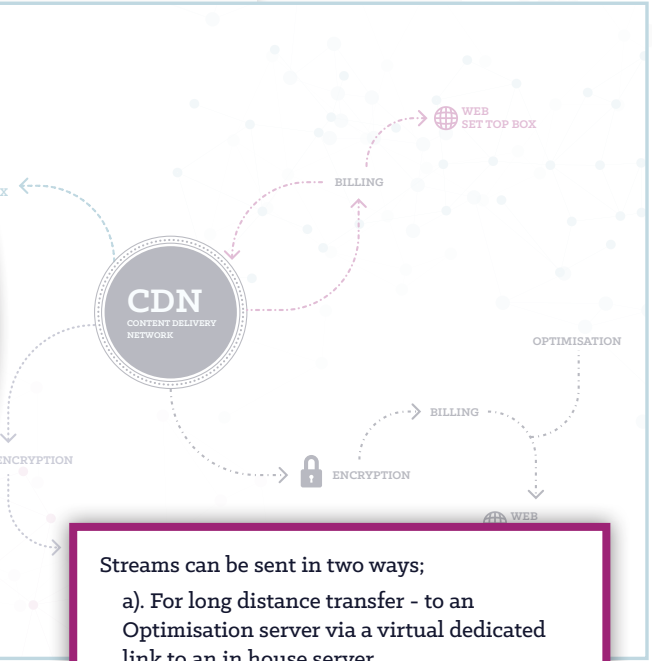
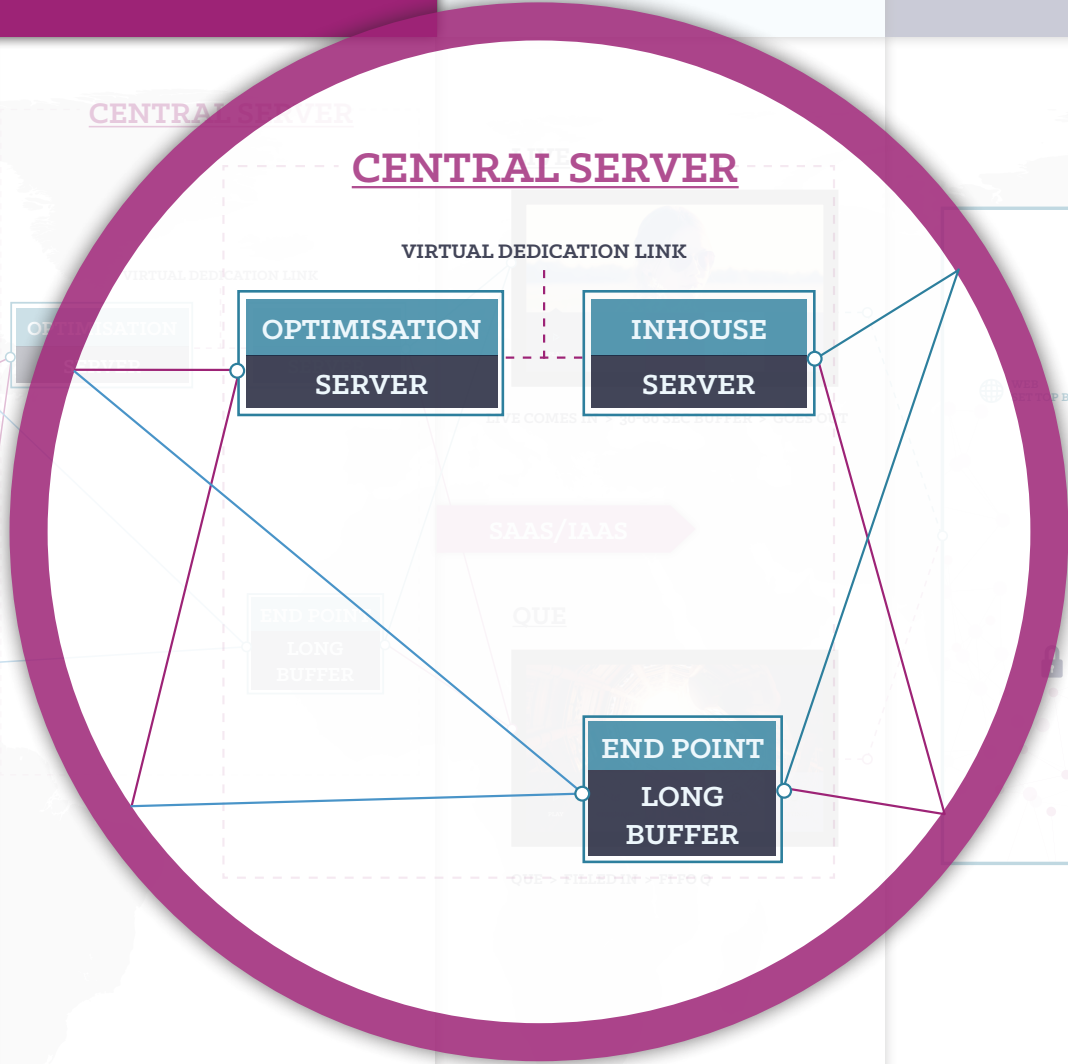
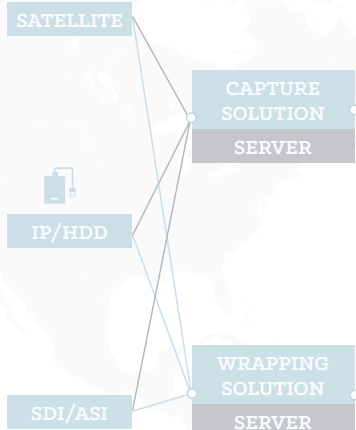
CAPTURE

TRANSFER

TRANSCODE

BILLING

DELIVERY



Streams can be sent in two ways;

- a). For long distance transfer - to an Optimisation server via a virtual dedicated link to an in house server,
- or
- b). For local transfer - directly to a Buffering server.

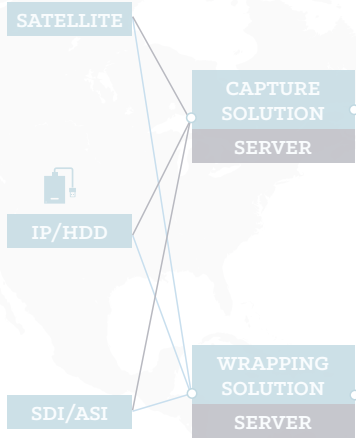
CAPTURE

TRANSFER

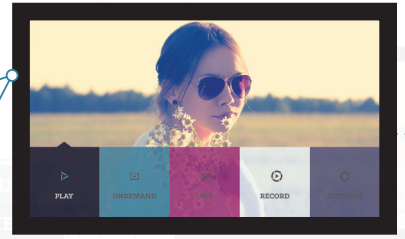
TRANSCODE

BILLING

DELIVERY



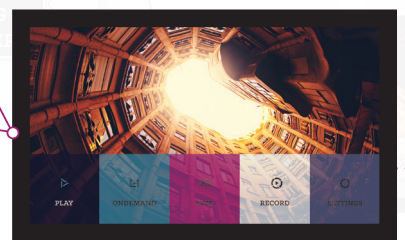
CENTRAL SERVER LIVE



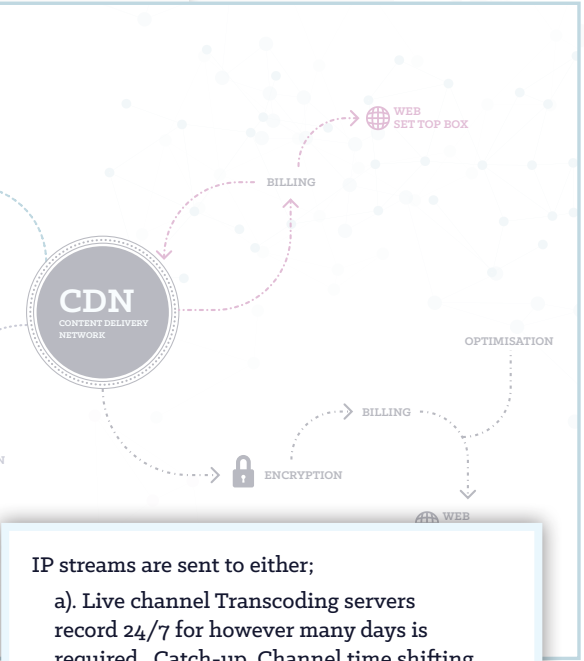
LIVE COMES IN > 30-60 SEC BUFFER > GOES OUT

SAAS/IAAS

QUE

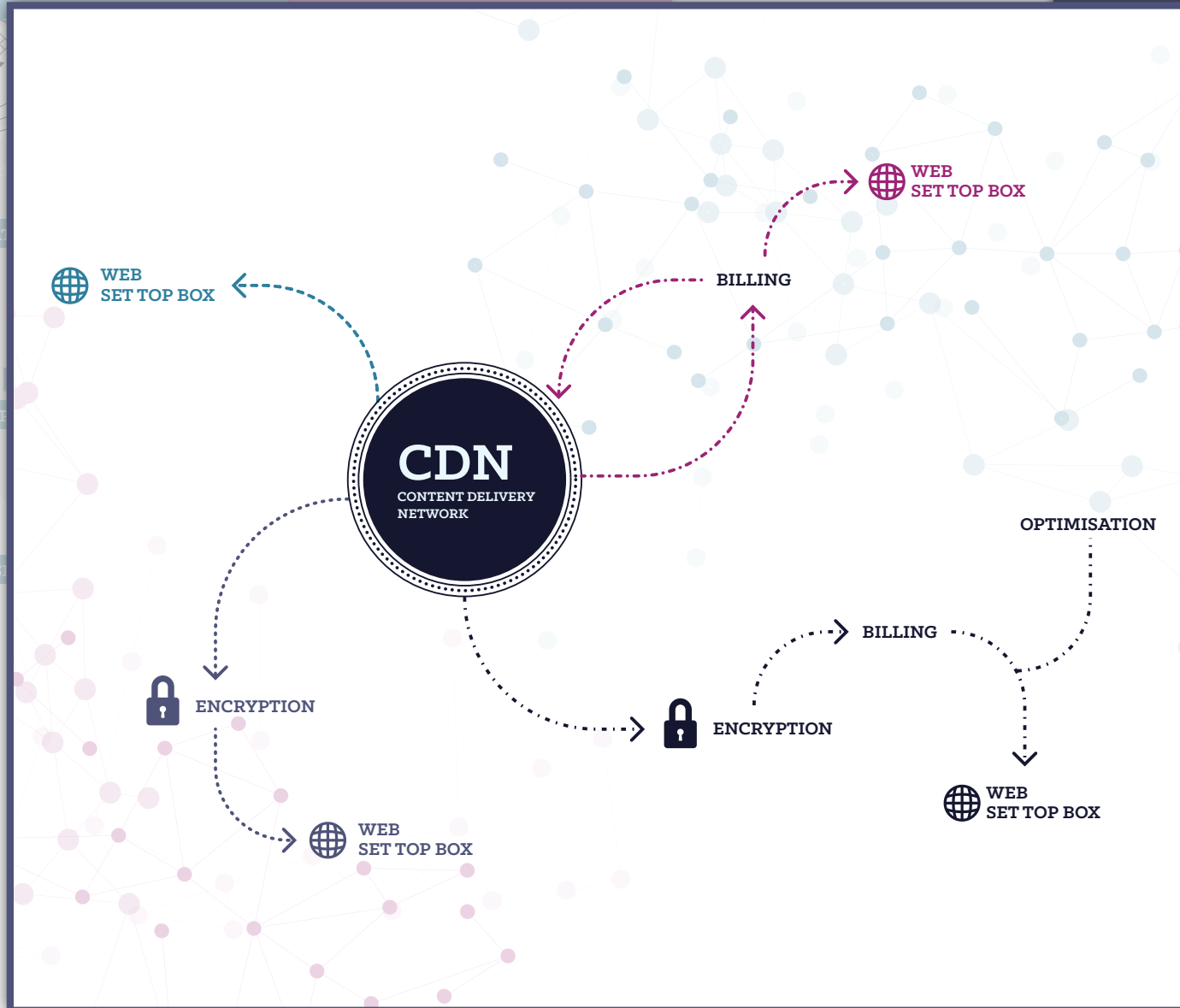


QUE > FILLED IN > FIFO Q



IP streams are sent to either;

- a). Live channel Transcoding servers record 24/7 for however many days is required. Catch-up, Channel time shifting and Individual Programme capture is then available. Process from ten to hundreds of channels.
- or
- b). On-demand Queue Transcoding servers process the content to ensure seamless reception and storage of all VOD files. Process files in minutes not hours.



Ecast can deliver using the below four optional services:

1. **Authentication:** All live and VOD streams are managed against Subscriber records to ensure that viewers can access only the content to which they have subscribed.
2. **Billing -** The CDN ensures that only registered users can view where no payment for services is required for specific sets of content. Where Billing is required, Ecast tracks monthly and Pay per View activities and generate invoices which can be integrated into local Payment Gateway services.
3. **Encryption-** All content streams can be made secure to ensure copyright compliance.
4. **Optimisation -** Live and On demand streams can be delivered from the CDN using Ecast's proprietary Optimisation Engine. This optional service reduces by up to 50% the time delay from stream output to reception by viewers. A pathway, once negotiated from the CDN to viewers' devices, is kept open as the stream passes through multiple exchanges and cabinets. Delays in reception and buffering issues inherent in standard stream delivery are significantly reduced.



Milutin ilic
e. milutin.ilic@ecast.co.nz
p. 021 123 4567