



Introducing Octoshape Infinite Edge

How we handle large scale streaming in
high quality

octoshape



Can be setup in few minutes

 octoshape
infinite edge



As a CDN, but:
-Lower cost
-Higher quality
-More scalable



On-line Statistic and manage



Homepage link



Streaming problems you might not be thinking about:

- PC-clock going almost random
- Some player insist on playing codec they can't play
- Ping time and packet loss give a general upper bound on 700 kbps for live streaming



High Quality Video Streaming
Highest Scale
Cost Control
Real time accurate reporting
QoS

With standard features

- Geolocation
- Advance statistic
- DRM
- Etc.



ONE

TWO

THREE

FOUR

FIVE

SIX

SEVEN

EIGHT

NINE

High Scale

- Current live streaming solutions cannot scale to meet the demands of online audiences today
- During the Inauguration speech:
 - CDN's either fell over, or failed to serve enough data to keep their streams from buffering
 - Octoshape supported the largest live event on the Internet maintaining high quality streaming to the player
- Octoshape Infinite Edge extends the delivery beyond the edge of the network easing congestion by intelligently distributing load



Examples of Deployments

CNN.Com Live

NBA League Pass

Nascar Raceview

Eurovision Song Contest

Beijing Olympics

Naver

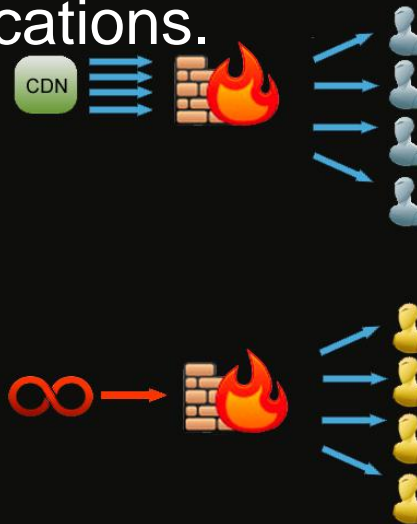
Media Prima

Major League Gaming

Successful corporate streaming

Most corporations are challenged with streaming media absorbing all the bandwidth to the corporate firewall, jeopardizing mission critical applications.

Infinite Edge eases the congestion at the corporate firewall, delivering streams to the entire corporation while leaving precious bandwidth available for mission critical applications.





Airplane streaming– Mobile in 2009

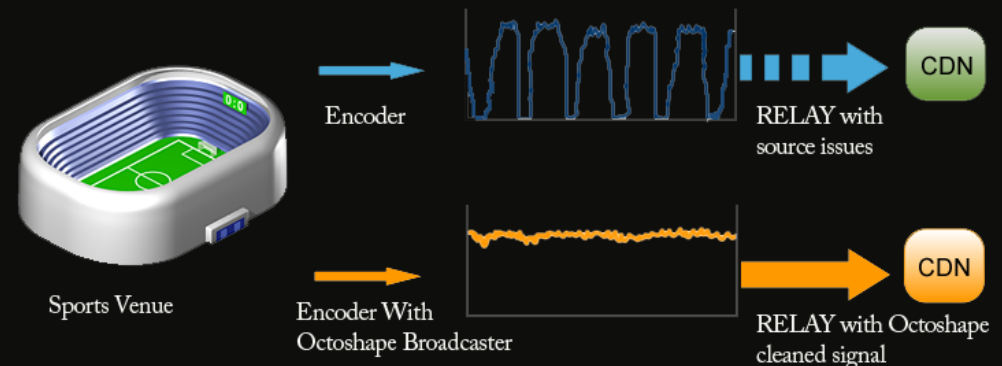
High packet loss and ping times = Normal (TCP) streaming do not work:

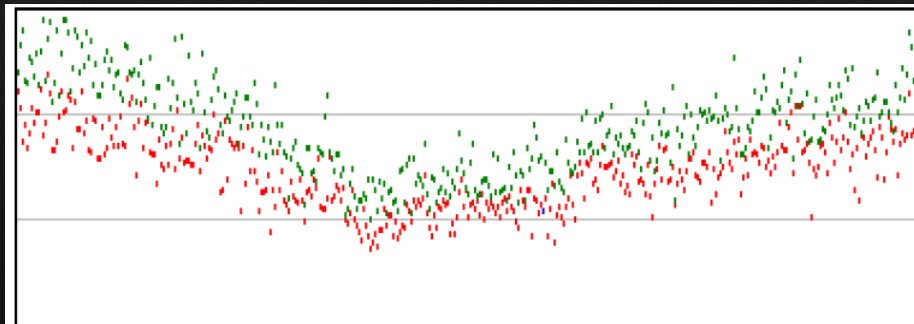
- Wire less routers
- No edge server
- Satellite connections
- Bad hops

Octoshape solution: Having packet loss of e.g. 5%, Octoshape simply sends a little more packets

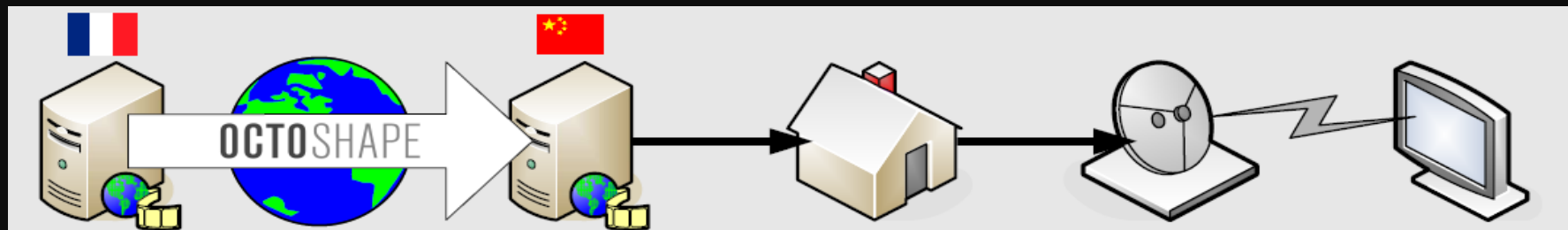
Resilient signal acquisition

- Many broadcasters are plagued with inconsistent connectivity between the encoding facility and the CDN distribution point resulting in signal interruption
- The Infinite Edge technology provides loss resilient streaming that optimizes the path to the CDN edge without interruption
- Octoshape also employs failover technology that allows for seamless distribution if one of the redundant encoders fail.





With regular HTTP.





Multi fall back: just like TV



~~Single point of failure~~

Octoshape streaming platform

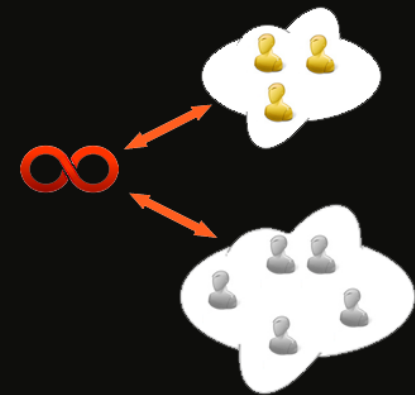
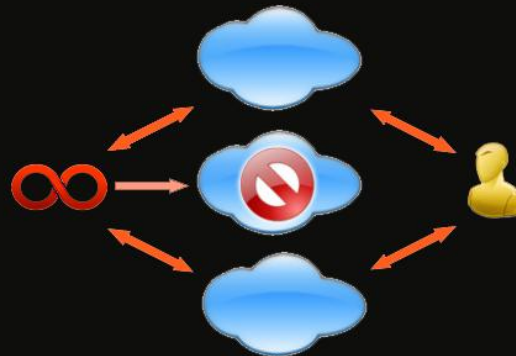
Automatic switch among http, https,
tcp, udp, ... guarantees availability

Multi fall back: a game with many names

- Source Signal
- Internet protocol
- Streaming
Machine
- Hosting Center
- Etc...

Advanced features

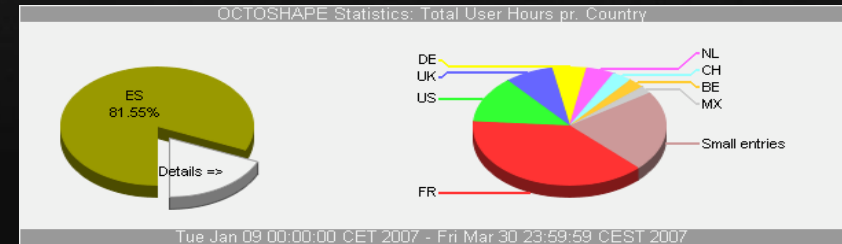
- DVR : Customers instantly view what happened prior to their arrival.
- Adaptive Path Sourcing : Technology prioritizes sources from non congested links relieving and routing around congestion.
- Adaptive Proximity Optimization: Octoshape prioritizes sources that are “closer” consolidating traffic clusters



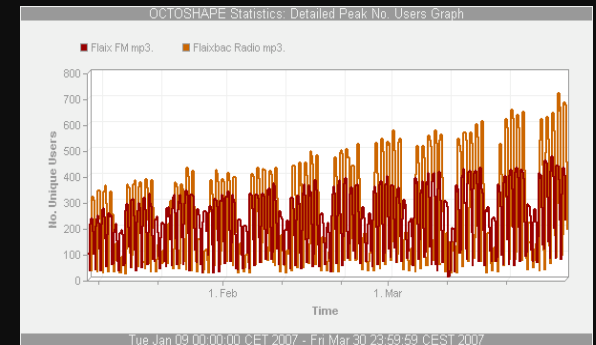
QoS

Extra stuff

- To little CPU, internet, ...?
- Match player, codec, browser,..
- Multi bit rate which work
- Precise user identification
- Real Time stat....
- Signal Control
- Measuring delivering quality
- End-to-End: QoS, Alert and management system
- Efficient portal strategy
- Exact statistic
-



Standard stuff



- Geoblocking
- Prerole
- On-line stat
- Content license control



Streaming problems you might not be thinking about:

- QoS
- Security for users
- Cost of use
- Bandwidth
- Asymmetry
- ISP



Thank you

Stephen Alstrup
CEO

