

WEB & MOBILE TV VIEWING PLATFORM

Visual Unity's **vuChannel™** provides an integrated solution for web-based and mobile viewing. Designed to enable broadcasters to efficiently deliver quality online content to demanding audiences, this platform lets viewers watch TV channels in HD quality with a web-based player, online, via mobile devices or Smart TVs. It can also provide access to internet archive content, delivered at different bit-rates to a whole spectrum of playback devices. With automatic and intelligent processes, seamlessly integrated into existing broadcast workflows and business processes, **vuChannel™** helps leading TV companies satisfy their audiences with a superior online viewing experience, and allows them to effectively monetise their assets and secure brand equity.

Modular architecture

The modularity of the **vuChannel™** solution allows easy scalability. The solution is divided into several major building blocks:

- **Automatic Ingest & playout from live sources**

vuChannel™ works with different HD-SDI feeds from which the system automatically selects programmes and ingests them on-the-fly as a H.264/ AAC file, in six different quality levels. At the same time content is broadcast online into the CDN. Ingest is controlled by XML schedules from a broadcast planning system along with PDC codes in video signals. The whole workflow is designed to produce separate video files per programme (accurate to under 1 second) without manual intervention.

- **Fail-safe content management**

vuChannel™ provides a Content Management System (CMS) with fully automated correction mechanisms. If it detects that by any chance a programme from the schedule or an associated quality-level file is missing, it automatically plans to record it again from a reprise or transcode it from a video file at the appropriate quality.

- **Scalable transcoding**

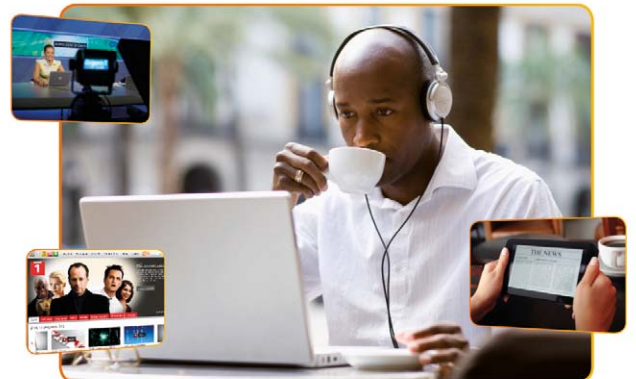
The platform features an extremely scalable Transcoding farm, with a cloud-based infrastructure, which allows it to re-encode large volumes of video content in very short timeframes.

- **Efficient, robust & secure distribution**

vuChannel™ deploys **vuNet™** for extended control over distribution and user-experience management; connecting to global CDNs and cloud-based services or via Visual Unity's own robust and secure CDN platform, for delivery outside the cloud. **vuNet™** employs several content protection mechanisms such as URL encryption, Geo IP filtering or DRM protection.

- **Mobile viewing**

vuChannel™ supports a wide variety of playback devices such as PC/Mac with Flash/Silverlight/HTML5 players, Smartphones (iPhone, Android, Symbian, Smart TVs or STBs)



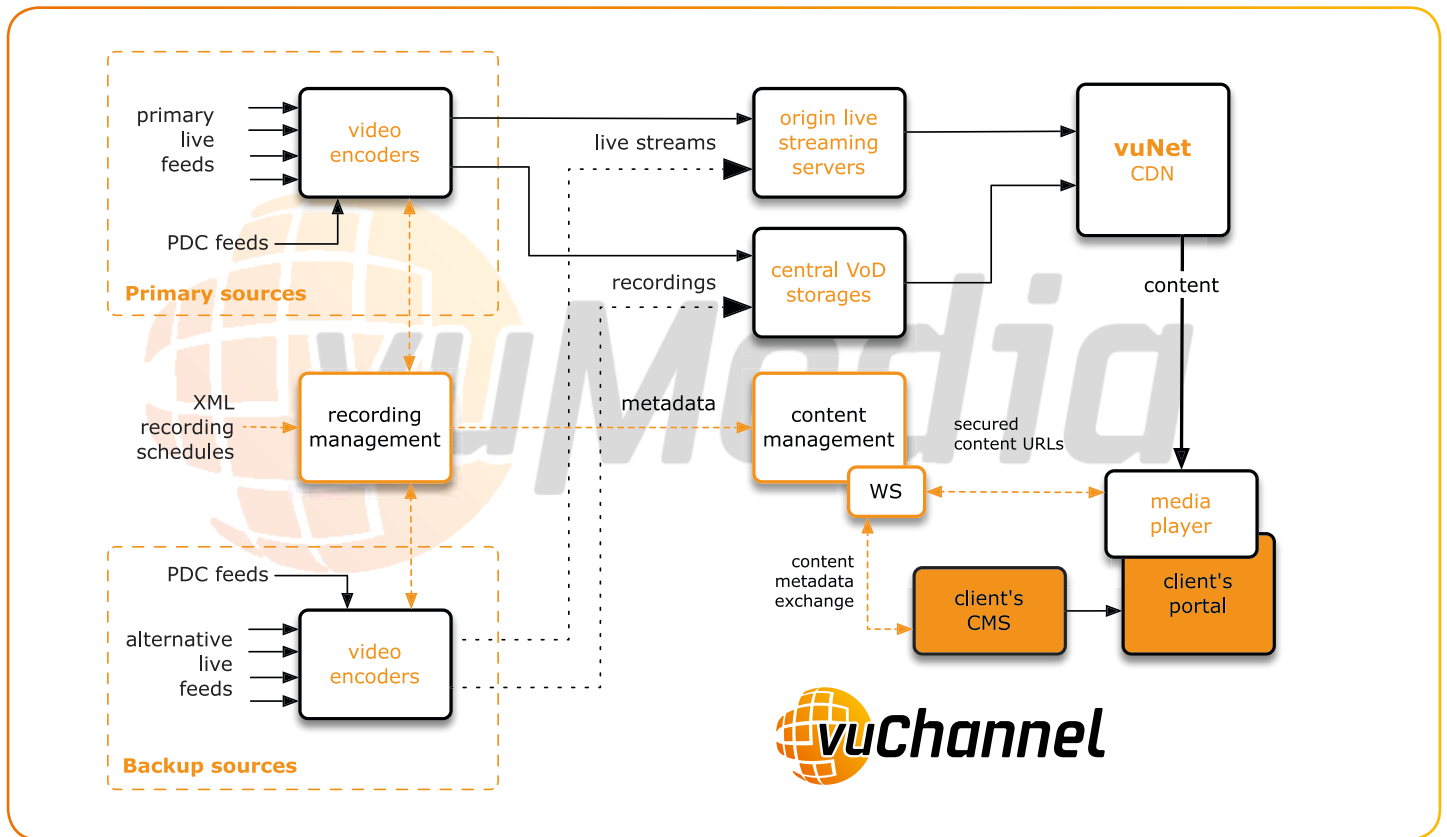
BENEFITS FOR THE CLIENT

- Delivery of a superior viewing experience, ensuring audience loyalty, asset monetisation & brand equity
- Fully automated & very accurate online video ingestion from live feeds, connected to the client's broadcast planning system
- Easy deployment & seamless integration into existing workflows, processes and advertising systems such as Adtech
- Automatic publishing of all recordings to the client's website within minutes of the live broadcast so nothing is missed
- Intelligent auto-correction mechanisms & content management
- Full redundancy of the whole system, ensuring fail-safe functionality
- Technical support from Visual Unity, with over 20 years' experience in delivering multiscreen solutions



BENEFITS FOR THE VIEWER

- Multi-bitrate streaming automatically adapts to viewers network conditions for a seamless user-experience
- Ultra-fast playback minimizes viewer drop-off
- Timeline markers allow easy navigation within recordings - a great benefit in news & magazine programmes
- Subtitles for the hearing-impaired



The vuMedia™ platform

vuChannel™ is part of Visual Unity's vuMedia™ integrated content management and delivery platform. Highly scalable and flexible, vuMedia™ delivers a cutting-edge viewing experience on the web, mobile or any connected device, comprehensive VoD services, social network integration and secure content distribution – all of which can be deployed into existing workflows and business processes. vuMedia™ has been successfully deployed by clients worldwide to deliver and monetize content, including T-Mobile, Czech TV, TV Nova (CME Group), Al Aan TV, Telefonica O2, and TopFun.

About Visual Unity

Visual Unity is an international Systems Integrator bridging the gap between linear broadcast, IT and IPTV to help clients reach and engage audiences on any screen. Since 1991, the team has been designing and delivering turnkey broadcast systems and multiscreen solutions throughout the world. The company's vuMedia™ platform helps broadcasters and content owners enter the challenging world of multiscreen delivery. Visual Unity is headquartered in Prague, with offices in London, Cologne, Moscow, Bratislava, Belgrade, Nairobi and Dubai. For further information, please visit www.visualunity.com



Visual Unity: Na Hrebenech II 1718/8, Prague 4, 147 00, Czech Republic
+420 271 742 111 | +420 271 742 112 | info@visualunity.com
© 2012 Visual Unity. All Rights Reserved.

