

## INTEGRATED VOD PLATFORM

Visual Unity's **vuDemand™** is a complete cost-effective solution for Video On Demand (VoD), delivering efficient content distribution, customer and revenue management, together with a superior viewing experience for the end-user. The platform brings together the essential components of secure online and mobile delivery and enables the effective monetisation of assets. It features a comprehensive series of solutions that allow end-users to gain access to DVD-quality content, full screen video via a web browser, whilst protecting the property rights of content owners and resolving the storage and delivery requirements of distributors.



### A complete VoD solution

Building a low-cost, high-quality VoD offering requires an efficient and specialized platform. **vuDemand™** provides core services such as client-branded players, playReady DRM, media storage, delivery and encoding, with enhancements such as rental options, billing and access to Visual Unity's fully integrated payment gateway system which can be speedily deployed to kick-start service operations.

### Universal architecture

The **vuDemand™** platform benefits from a universal modular architecture that allows exceptional flexibility and scalability. It can be easily integrated into clients' infrastructure, workflows and business processes- ensuring return on initial investments.

### Content & user-experience management

The platform features a content management system that can be integrated into the client's IS. It enables management of the product catalog, packages and discounts. The integral Customer Relationship Management system (CRM) allows user level control of credit and provides indepth statistical reporting.

### Viewing satisfaction

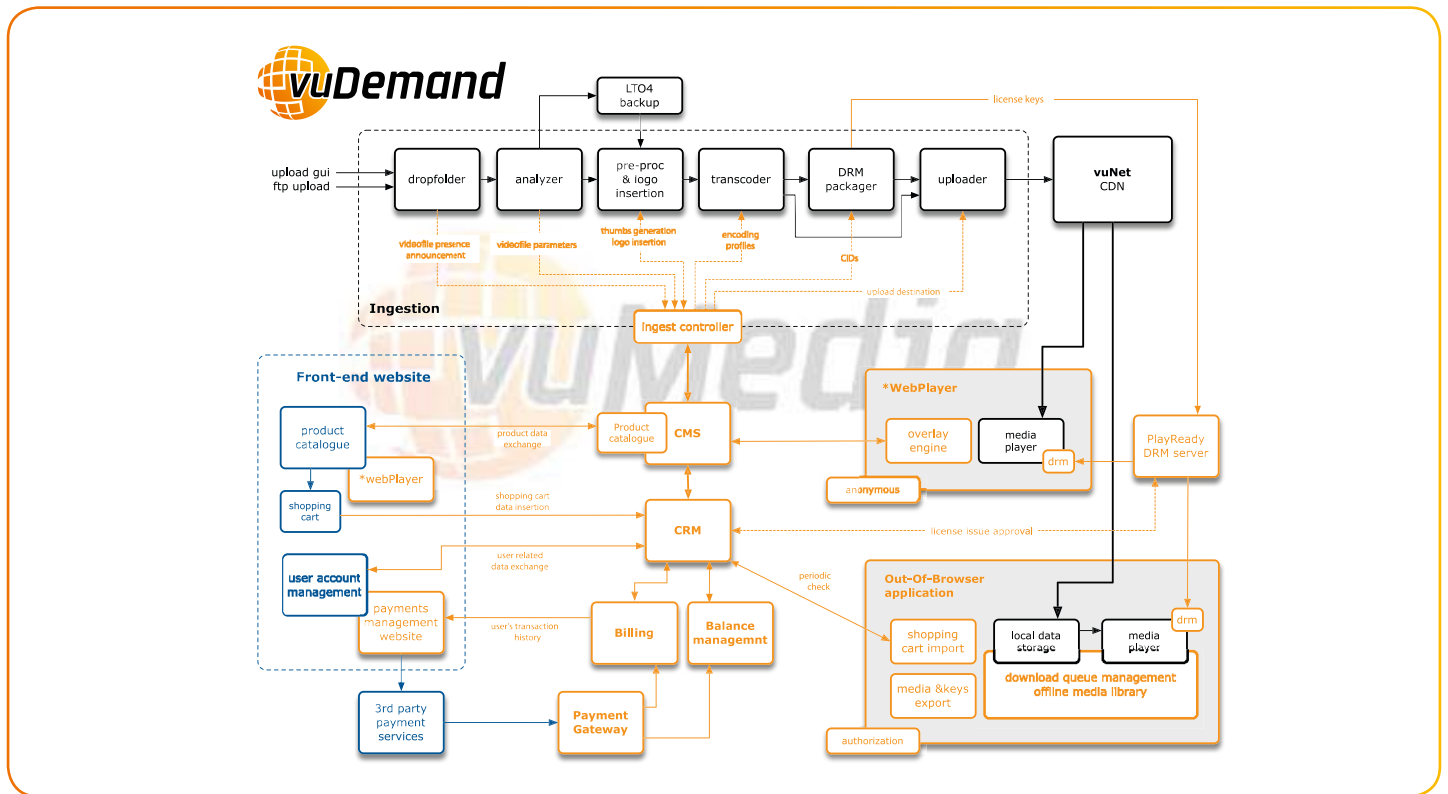
**vuDemand™** delivers a superior viewing experience offering customers ultimate control and freedom over what they watch and when. Through a highly dependable service via the client's player application, it enhances brand equity and attracts and maintains audiences, to help broadcasters improve market position and grow user revenue.

### FEATURES

- Distribution of the client's content through its own Web environment
- Creation of web environment and graphic designs following the client's brand
- Player as an application
- Billing management - with end-users able to control the credit on their accounts
- The ability to offer a combination of film packages and discounts
- Possibility to enter a unique code and to watch the title (movie) for free
- Fully integrated payment gateway system for the fast deployment of services
- Content management system (able to link to company's IS)
- Customer relationship management
- Statistics and data reporting on user behaviour and content usage
- Integrates with **vuNet** Content Delivery Network services
- Integrates with advertising systems such as "AdTech", employing VAST format for linear and non-linear (overlay) commercials
- Software delivery, hardware including disc arrays and back ups in case of failure
- Hosting, technical supervision and service, technical support (1st or 2nd line)
- Digitalization of movies (DVD, Betacam, DigiDelivery, any other files)
- GEOIP

## BENEFITS

- A complete VoD solution from media storage & delivery to CRM and billing
- Dependable delivery of a superior viewing experience, ensuring customer satisfaction & revenue generation
- Secures brand equity & content property rights
- Scalable & flexible to meet your business requirements
- Easy deployment & seamless integration into existing infrastructure, processes & advertising systems
- Additional services such as content digitization & hosting
- Technical support from Visual Unity, with over 20 years' experience in delivering multiscreen solutions



## The vuMedia™ platform

vuDemand™ 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](http://www.visualunity.com)



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