

Powering Every Screen

deliver | engage | monetize



Integrated Multiscreen Content & Delivery Platform

Visual Unity's vuMedia™ is an integrated content management & delivery platform, developed to help broadcasters and content owners enter the challenging world of multiscreen media. It provides complete control over how brands and content are managed and monetized; taking viewer engagement to a whole new level.

- Superior viewing on any screen or device.
- Comprehensive Video on Demand services.
- Mobile apps & social interaction.
- Secure distribution - via The Cloud or CDN.

One platform to deliver the infinite possibilities of multiscreen TV.



The vuMedia™ platform comprises four scalable service modules that can be seamlessly deployed into existing workflows, business processes and advertising systems to manage, monetize and deliver content and engagement.



vuChannel

Cutting-edge viewing on any device

vuChannel™ is an integrated solution for outstanding web-based and mobile viewing. Designed to enable broadcasters to efficiently deliver quality online content and monetize their assets, vuChannel™ lets viewers watch live TV channels in HD quality on the web, Smart TV or any mobile device. 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, vuChannel™ can be seamlessly integrated into the station back-end for easily deployment.



vuDemand

Integrated Video on Demand services

vuDemand™ is a cost-effective solution for Video on Demand (VoD), delivering efficient content distribution, customer and revenue management, with a superior viewing experience for the end-user. The platform brings together the essential components of secure online and mobile delivery, enabling monetization of assets. It allows end-users to access DVD-quality content, full screen video via a web browser, whilst protecting the property rights of content owners and addressing the storage and delivery requirements of distributors.

Benefits

- A superior viewing experience via web, mobile, Smart TV and set-top-box, ensuring customer satisfaction and revenue generation;
- Complete control over brand equity and content rights;
- Complete control over revenue management and monetization of assets, with integration into billing systems and advertising platforms such as "Adtech";
- Complete control over audience management, with in-depth real-time and offline monitoring and statistical reporting to provide invaluable behaviour analysis;
- Modular and scalable, offering a range of services with full redundancy, geographical distribution, virtualised services and automatic fail-over features;
- Open architecture for seamless integration into existing infrastructure and processes, with third party products and platforms;
- Technical support from Visual Unity, with over 20 years' experience in designing and delivering broadcast and multiscreen solutions.



vuMedia™ has been successfully deployed by clients worldwide to deliver sports, news, entertainment, and music content to a wide range of connected devices.

Infinite possibilities.



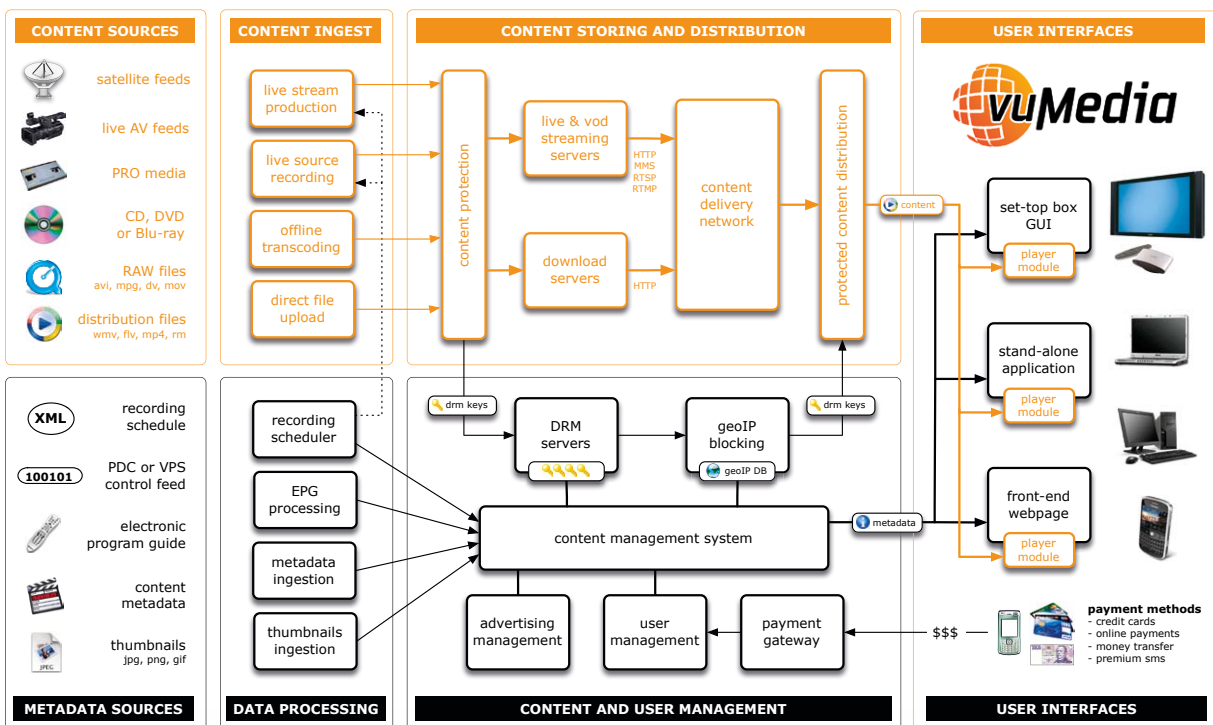
Interactive tools to engage audiences

vuMobile™ is an innovative solution that brings interactive audience engagement to a whole new level. It delivers live streaming and on-demand video to any mobile device, with web content optimised for the mobile screen. It also integrates with social media platforms, providing unique branded mobile applications, interactive marketing and reporting tools. vuMobile™ helps companies establish new marketing, sales and advertising channels – to monetize content and effectively engage viewers on the go with a truly interactive experience.



Secure control over distribution

vuNet™ provides extended control over content delivery and user-experience management. It enables clients to effectively ingest, manage, monetize and distribute content to set-top-boxes and Smart TVs, over the web and to any mobile device. Robust and secure, vuNet™ connects to cloud-services, global Content Delivery Networks (CDN), or can employ Visual Unity's own well-established CDN, which serves Europe and the Middle East, with PoPs in Dubai, Bahrain and Saudi Arabia.



Features

Workflow & Ingest

- Seamless integration to legacy TV broadcast workflows
- Open architecture to interface with third party systems
- Live ingest from satellite, terrestrial, cable TV, camera live feeds
- Non-linear ingest with complete multimedia files processing and protection
- Digitization of movies (DVD, Betacam, DigiDelivery, and any other files)
- Hosting, technical supervision and service, technical support (1st or 2nd line)

Content storage & distribution

- Front-end web page presentation, following client brand guidelines
- Client Player for secure and insecure content
- Client applications for extended out-of-browser access to library media
- Mobile streaming to any device, including iOS, Android, Symbian and BADA
- Client platforms: Panasonic VieraCast and HbbTV ready
- Delivery to RTMP (Adobe Flash), RTSP, HTTP (Silverlight and Apple), MMS
- Integration into global CDNs and cloud-based services or deployment of Visual Unity's CDN platform, providing sufficient server capacity and automatic load balancing, with secure storage of content and data reporting, outside the Cloud
- Conditional access, with URL protection and GeoIP visitor geolocation

Content & user management

- Management of film and file-based assets, including subtitles and image thumbnails
- DRM managing license keys to secure content
- Microsoft playReady to enable movie rental with time-based licences
- Content Management System (CMS), with product catalog, integrated into existing IS
- Customer Relationship Management (CRM)

Business & revenue management

- Integrated Payment Gateway
- Balance Management - keeping information of the balances on accounts of virtual users
- Database transactions - detailed information about all payment transactions within the system
- Billing - accounting Module Linked to client's billing or IS system
- Integration into Advertising systems such as "AdTech", employing VAST format for linear and non-linear (overlay) commercials



symbian

NOKIA

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 complex multiscreen solutions for clients worldwide. The company's vuMedia™ content management and delivery platform helps broadcasters and content owners enter the challenging world of multiscreen. Highly scalable and flexible, vuMedia™ delivers a cutting-edge viewing experience to any connected device, comprehensive VoD services, social network integration and secure content distribution. For further information, please visit www.visualunity.com



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