

## CONTENT DISTRIBUTION PLATFORM

Visual Unity's **vuNet™** is a leading distribution platform for extended control over content delivery and user-experience management. It provides an infrastructure for clients to effectively ingest, manage, monetise and distribute their assets, allowing audio and video to be delivered to set-top-boxes and Smart TVs, over the Internet to web browsers or to any mobile device. Developed in collaboration with leading media companies to address the demand for efficient content delivery inside and outside the Cloud, **vuNet™** features the latest generation CDN, a robust and secure platform which is now used by broadcasters and content distributors worldwide including T-Mobile, Czech TV, TV Nova (CME Group), Alaan TV, Telefonica O2, and HBO.



### Architecture

vuNet™ is highly modular which allows almost unlimited scalability, and offers robustness with real-time fail-over possibilities with geographical distribution.

#### The entire solution can be divided into building blocks:

- Central management of assets and nodes and its user interface
- Nodes (distribution servers)
- Content management (distribution between layers)
- Ingest for web and VoD services (interfaced to vuChannel™ and vuDemand™)
- System for user redirection to best node
- Content protection system

vuNet™ connects seamlessly with global CDNs and cloud-based services. In regions such as Central and East Europe and the Middle East, where cloud access is unavailable, expensive or may be unfavourable to the content owner, clients can benefit from Visual Unity's own well-established Content Delivery Network (CDN), with a current installed capacity of more than 100 GBps and almost 400 TB storage space, capable of supporting tens-of-thousand concurrent users. The platform supports a wide variety of playback devices such as PC/Mac with Flash/Silverlight/HTML5 players, Smartphones (iPhone, Android, Symbian), Smart TVs or STBs. It also employs several content protection mechanisms such as URL encryption, GEOIP filtering or DRM protection.

### FEATURES

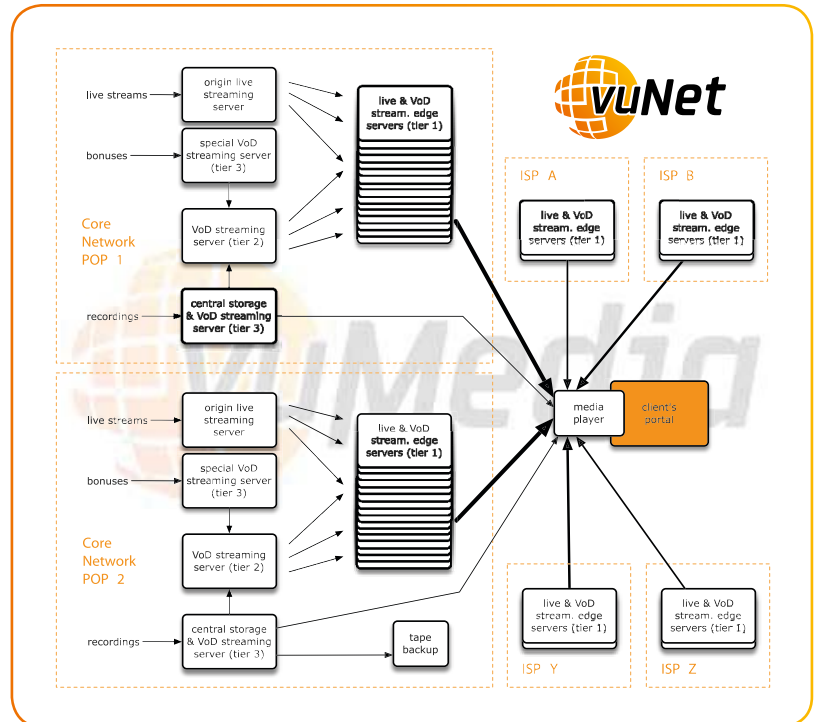
- Multiscreen delivery - PC (Flash, Silverlight, H.264, VC1), Mobile (3GPP), STB (TS, VC1)
- Live delivery/streaming
- VoD/archive generated from both the live feed and file based content
- Near real time content publishing (from the live feed source)
- Management of the content repository/archive
- Management of the metadata repository/archive
- Full automatic and manual content management
- Support and monitoring tools

#### The list of technical parameters/technologies related to the platform are:

- Common codecs - Flash, Silverlight, H.264, VC1, 3GPP, TS
- Resolution independent from mobile to HD (even 4K streaming successfully tested)
- Smooth streaming, progressive download
- Compatible with iPlatforms, Android, Symbian
- Secured with link hashing, GEOIP, DRM (where possible)
- Full control and access through Web services
- Scalable, virtualized, redundant, with fail-over setup
- Proven 24/7 reliability

## BENEFITS

- Extended control over content & its security
- Connects to global CDNs & cloud-based services
- Employs Visual Unity's own CDN where Cloud access is unavailable, expensive unfavourable with a current installed capacity of more than 100 GBps and almost 400 TB storage
- Robust, scalable architecture
- Supports most playback devices
- Full redundancy of the whole system, ensuring fail-safe functionality
- Resolution independent (mobile, HD, 4K)
- Real-time & offline monitoring & unlimited statistics processing
- Media monitoring down to user-level allowing total behavior management
- Content System Management enabling automatic & manual ingest, encoding/transcoding & live feed management
- Integration with legacy workflows & thirdparty systems & products
- Built-in status monitoring for 24/7 support, with ticketing for maintenance & troubleshooting
- Technical support from Visual Unity, with over 20 years' experience in designing & delivering multiscreen solutions



## The vuMedia™ platform

vuNet™ 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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