



## Corporate Overview

Powering IP Video Convergence  
From Mobile to HD

**Envivio makes the world's video content universally enjoyable by all viewers, on any device, across any network, at any time.**

From live news and sports to catching up with a favorite TV series, Envivio makes it possible to deliver the video that people want, at the best possible quality, along with the branding and revenue-generating advertising businesses need, to televisions, mobile phones, laptops and PCs, gaming devices; in short, any of the ever-expanding variety of screens where people turn for entertainment.

Envivio began in 2000 as an inventor of multimedia compression technology. Along the way Envivio has amassed dozens of patents, pioneered video-over-IP methods, and continually leads with support for emerging technology, from the first H.264 video encoder and the first encoder to simultaneously support multiple devices and networks, to the first solution for protecting and delivering premium TV services to the iPhone. That drive to innovate remains fundamental to everything we do today.

### Complete Solutions for Any Service

Using our encoding technology as a foundation, Envivio provides complete solutions that take advantage of modern networks to deliver live and on demand video services to consumers. At any moment, Envivio solutions are delivering millions of content streams to hundreds of different styles of mobile phones, set top boxes, as well as PC platforms.

Content owners including the creators of online shows, studios, and TV networks look to Envivio to enable them to directly reach their viewing audience over the Internet. Hundreds of telecomm operators, cable and satellite companies and mobile service providers in every market in the world rely on Envivio to provide their subscribers with seemingly endless channel variety and on demand viewing options.

### Major Milestones

#### 2009 – Second Generation Convergence Headend with Extreme HD Compression

Envivio enables operators to extend HD to more subscribers, driving HD bitrates as low as 4 Mbps.

#### 2009 – First Carrier-Grade Encoder for Microsoft Silverlight

Envivio is first to deliver support for Microsoft's Live Smooth Streaming and Silverlight DRM technologies to deliver secure, HD video over public IP networks.

#### 2009 – First Mobile TV Delivery Solution for iPhone

Envivio introduces the first complete encoding and distribution for protecting and delivering live and on demand TV to iPhone OS 3.0

#### 2008 – Intel Builds Envivio Compression into Xeon Processor

Intel incorporates Envivio video compression routines into the IPP library of the next generation of Xeon processors

#### 2008 – World's First Three Screens Convergence Encoder Introduced

Envivio 4Caster™ C4 is the first to provide video compression for all Three Screens of consumer video – TV, PC and mobile – from a single platform.

#### 2007 – First Reconfigurable Multichannel and Multiplatform IP Video Encoding Architecture

Envivio introduces the world's first reconfigurable multichannel and multiplatform IP video encoding architecture for IPTV, Internet TV, and mobile TV applications

#### 2007 – First Telco-Grade AVS Encoder

Envivio introduces world's first telco-grade AVS encoder for broadcast and IPTV Deployments in China

# Envivio Corporate Overview

## World Class R&D for Quality You Can See

The common denominator among all services is the need to maximize their viewers' Quality of Experience. Whether you are watching a small mobile screen or a wall-sized high definition TV, Envivio ensures that video plays smoothly, without interruption and takes full advantage of the device's display capability.

Envivio achieves this by putting the most research and development effort into compression technology and video quality improvement as we believe they can continuously be improved. With the most complete range of advanced compression codecs on the market, from standard H.264 through the exclusive Elite™ and Extreme™ codecs developed in our labs, Envivio optimizes the viewing experience for every device on every network. Progress is a constant in our R&D center, so we design our 4Caster™ and other encoder/transcoder systems to take advantage of the latest developments through regular software updates.

## Flexibility for a Changing World

Since change also comes from the outside, Envivio emphasizes flexibility in all of its products so that its customers stay ahead of changing technology and business requirements. Envivio hardware reconfigures easily to serve any consumer screen. Regular software enhancements add support for the latest devices. Specialized software options customize the headend to support the premium features consumers want. Built-in support for multiple codecs and resolutions enables a single headend to serve any combination of mobile, PC and traditional TV screens.

Envivio supports all of its customers, from installations of a single encoder to major headends with multiple hundreds of managed systems, with a global staff that is familiar with local technical, regulatory and market guidelines encountered around the world. Envivio is headquartered in South San Francisco, California and has a worldwide presence with offices in Rennes, France; Beijing, China; Tokyo, Japan and Singapore.

### 2007 – Convergence Generation™ Headend

Envivio introduces a headend supporting an all IP infrastructure for IPTV and mobile TV service providers

### 2006 – Largest Number of 3G / DVB-H Mobile Deployments

Envivio launches the first MPEG-4 mobile TV encoder with Real Networks in 2003 and currently has over 32 DVB-H trials and deployments worldwide with over 1000 Mobile TV Series encoders shipped

### 2005 – First IPTV Deployment in China

Shanghai Media Group deploys 90 Envivio Broadcast Series encoders in Hei Long Jiang Province and Shanghai

### 2005 – First AVC/H.264 Broadcast Mobile TV Deployment

Mobile Broadcasting Corporation launches world's first commercial MPEG-4 broadcast mobile TV services in Japan

### 2003 – First Broadcaster to Deploy a DSNG Network Based Entirely on MPEG-4

New Delhi Television Ltd. (NDTV) deploys Envivio Broadcast Series encoders for first news contribution via satellite network based entirely on MPEG-4

### 2002 – First MPEG-4 Webcasting System

Envivio delivers the first interactive MPEG-4 webcasting system used for broadcasting, managing, distributing, and playing MPEG-4 multimedia presentations over enterprise networks

### 2001 – First with Complete MPEG-4 Product Set

Envivio provides live and offline encoders, authoring tool, server and player



For more information or to contact Envivio visit: [www.envivio.com](http://www.envivio.com)

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