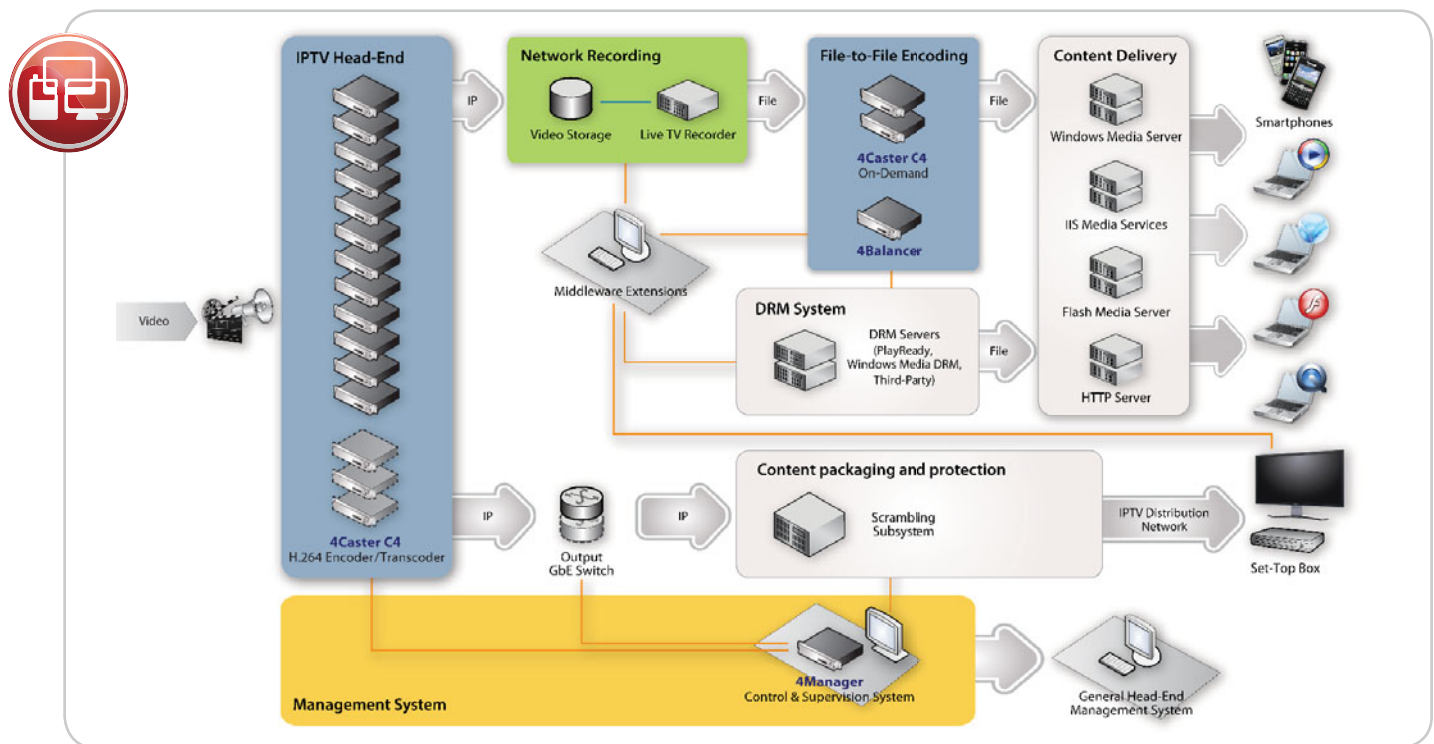




Television without Boundaries

Today's TV consumer expects entertainment to adapt to their schedule and, thanks to the increasing availability of choices on mobile phones and the web, to conform to their device and location of choice. Envivio On Demand solutions enable operators to turn a subscriber's recorded content into premium on-demand assets that can be made available to their mobile and PC screens for later viewing, on the go.



Envivio On Demand applications are built on three core elements:

- **4Caster™ C4:** the multi-profile, Three Screen encoder/transcoder ensures immediate availability of recorded assets at the best quality video for each screen
- **4Balancer™:** an automated load balancing tool that optimizes the use of encoding resources to ensure seamless, uninterrupted operations across multiple applications
- **4Manager™:** provides high-level service supervision for full control and monitoring of equipment

Content recording from the STB

- End user requests recording of a live channel
- Request is transferred to the middleware system which relays order to Media Platform

Content preparation for alternative devices

- Middleware CMS specifies formats available based on target devices
- While recording, 4Caster C4 transcodes asset into formats for other devices
- 4Balancer prioritizes and optimizes the use of transcoder resources to ensure high availability for all applications
- 4Caster C4 encrypts content if required

Content playback on alternative devices

- File format and streaming server used depend on the type of terminal
- On user request, reformatted recorded content is streamed/downloaded to device



Reference Architecture On Demand Solutions



DELIVER ADDED VALUE

Envivio On Demand can be used for a variety of applications to enhance services and drive additional revenue. It is a compelling extension to broadcast and IPTV services, enabling them to go beyond the living room and deliver valuable services to consumers anytime, anywhere on any device.

Enabling network viewing of subscriber scheduled recording increases the value of a network, making it possible to realize greater returns from existing resources. By building functionality into the network, operators can better control processes, ensuring better Quality of Experience for subscribers and greater customer satisfaction. Envivio On Demand supports encryption for Windows Media, Silverlight and iPhone to protect premium content regardless of end device.



INTELLIGENT INVESTMENT

Envivio On Demand solutions are deployed entirely in the network and require no costly, support-intensive customer-premise equipment. This dramatically reduces the cost and complexity of deployment and enables the operator to invest incrementally in valuable network capacity as needed to match increased subscriber uptake. Envivio On Demand creates new opportunities by adding compelling premium services such as the enhancement of existing PVR services by making recorded shows accessible through existing data networks for PCs and mobile devices.



MAXIMIZE QUALITY OF EXPERIENCE

Consumers want a smooth, high-quality viewing experience on their PCs and mobile devices that rivals their home TV. Envivio On Demand provides a wide variety of codecs including H.263, MPEG4-SP, VC-1 and Envivio's quality-enhancing H.264 Elite and Extreme. This variety enables optimization of video streams for the full range of handsets and makes possible HD over broadband at any resolution required from QVGA to full HD. A flexible software architecture enables Envivio to continually add support for new devices and ongoing quality enhancements.



BEYOND THE TV

Unlike most single-purpose broadcast equipment, the 4Caster C4 encoder / transcoder supports distribution to mobile and broadband devices, live and on-demand. Envivio dramatically reduces the cost of multi-screen operations by delivering to all Three Screens — TV, Mobile and PC — from a single head-end under a unified management system.

envivio®

For more information or to contact Envivio visit: www.envivio.com

Envivio - Corporate Headquarters
400 Oyster Point Boulevard
Suite 325
South San Francisco, CA 94080
USA
Tel: +1 650 243 2700
Tel: +1 866 ENVIVIO
Fax: +1 650 243 2750

Envivio - France
23 rue du Bignon
35135 Chantprie
France
Tel: +33 2 23 35 52 60

Envivio - China
Envivio Beijing Representative Office
Suite 800
Beijing Sunflower Tower
No. 37 Maizidian Street
Chaoyang District
Beijing, 100026, China
Tel: +86 10 8451 1231 / 1232

Envivio - Japan
Envivio JBO
15F Cerulean Tower
26-1 Sakuragaoka-cho
Shibuya-ku, Tokyo 150-8512
Japan
Tel: +81 3 5456 5785

Envivio Singapore
Prudential Tower
30 Cecil Street
Level 15, Suite # 15
Singapore 049712
Tel: +65 6232 2754