



## Corporate Overview

### Powering IP Video Convergence From Mobile to HD

Envivio Inc. is the leader in IP video convergence solutions that make IP video a reality over any type of network and to any multimedia device—from 3G to xDSL and from mobile TV to HDTV.

Supporting a wide range of network protocols, resolutions, codecs, bit rates and devices, Envivio is the only company to offer IP video convergence solutions that deliver industry leading video quality at the lowest bit rate for mobile TV, IPTV, Internet TV and broadcast services. Telcos, ISPs, broadcasters, cable operators and enterprises worldwide can use Envivio® solutions to reduce their operational costs while offering subscribers compelling video services anytime and anywhere.

Established as a private company in 2000, Envivio is headquartered in South San Francisco, California and has a worldwide presence with offices in New York, New York; London, England; Rennes, France; Beijing, China; and Tokyo, Japan. Focusing exclusively on IP video applications and solutions, Envivio has its roots in MPEG-4 video encoding. The company holds 19 patents for MPEG-4 technology and its implementation. Envivio has a well-recognized reputation as a pioneering contributor to the MPEG-4 standard and is an expert in the field. The company maintains its technological leadership and influential involvement with MPEG-4 development by participating in a variety of industry associations and organizations. Envivio is a founding member of the HD Forum and company representatives serve on the board of the Internet Streaming Media Alliance. Envivio has leveraged its expertise in video encoding by implementing additional video codecs such as Windows Media Video (VC-1) and AVS in its carrier-class and broadcast quality product line. Powering its vision of a converged world, Envivio continuously strives to introduce advanced compression products for traditional and emerging media by enabling global access to video information. This vision is shared by its world-class investors: Intel, France Telecom, NTT, Sigma Designs, Crescendo Ventures, FTQ, Harbourvest and Credit Lyonnais.

### Envivio IP Video Convergence Solutions for IPTV, Internet TV, Mobile TV and Broadcast

Based on the most advanced video compression technology and interactive technology platform ever developed, Envivio products and solutions address four principal markets: IPTV, Internet TV, Mobile TV and Broadcast Transport (Contribution and Distribution). Product families include:

- Convergence Generation Series Multichannel and Multiplatform IP Encoders
- Mobile TV Series Encoders
- IPTV Series Encoders
- Broadcast Series Encoders
- Professional Decoders
- Enterprise and Education: Internet TV and Webcasting Solutions

### Industry Milestones

- 2001 - First with Complete MPEG-4 Product Set**  
Envivio provides live and offline encoders, authoring tool, server and player
- 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
- 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
- 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
- 2005 - First IPTV Deployment in China**  
Shanghai Media Group deploys 90 Envivio Broadcast Series encoders in Hei Long Jiang Province and Shanghai
- 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
- 2007 - Convergence Generation™ Headend**  
Envivio introduces a headend supporting an all IP infrastructure for IPTV and mobile TV service providers
- 2007 - First Telco-Grade AVS Encoder**  
Envivio introduces world's first telco grade AVS encoder for broadcast and IPTV Deployments in China
- 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



## Envivio Corporate Overview

### Mobile TV—Video Headend and Encoder Systems

As millions of users watch video on their mobile devices, operators face the growing challenge of deploying as many video headends as there are networks and device types. In this world made up of hybrid networks and hybrid devices, Envivio offers the only encoders for mobile TV able to support any device on any network. The Envivio Mobile TV Series includes the world's first multi-rate, multi-resolution and multi-standard encoder that outputs eight simultaneous profiles with live bit rate switching from a single video input. The encoders are compliant with international mobile delivery standards including 3GPP, 3GPP2, ISDB-T and DVB-H. The Mobile TV Series encoders feature optimized processing that produces video ideal for operators offering live and on-demand mobile TV, and for broadcasters repurposing content for these services. Each mobile TV encoder is deployed as part of a complete headend solution and is accompanied by a world-class network management and redundancy system.

### IPTV and Internet TV – All-IP Video Headend with Reconfigurable Encoders for Convergence Applications

The Envivio all-IP Convergence Generation™ headend and reconfigurable encoding systems address the bandwidth limitations of offering high quality video content to television sets using IPTV and to computers using Internet TV. To support both of these ever expanding applications, the all-IP Convergence Generation™ headend, featuring reconfigurable Envivio encoders, outputs real time streaming video in the formats required for optimal viewing at the highest quality. The encoders can output real time standard definition streams in MPEG-4, Windows Media Video (VC-1), AVS and QuickTime with market leading video quality and up to a 60 percent reduction in bandwidth compared to state-of-the-art MPEG-2 encoders. Content may be played live or saved to video servers for scheduled broadcasts or video-on-demand services. Each Envivio encoder is deployed with the Convergence Generation headend is accompanied by a world-class management and redundancy system. The solution is perfect for IPTV services where the last mile bit rate is critical.

### Broadcast—Video Transport for Contribution and Distribution Applications

Envivio Broadcast Series of MPEG-4 AVC/H.264 encoders are ideal for contribution and distribution applications. Standard definition (SD) and high definition (HD) real time encoders offer significant reductions in bit rate to deliver industry leading, live broadcast quality video at full resolution and frame rate. The encoders feature specific algorithms developed and refined by Envivio to support real time encoding as well as store and forward capabilities. The advanced implementation of the AVC/H.264 video compression algorithms allows service providers to deliver optimal video quality at bit rates twice as low as existing compression technologies. Applications that can benefit from these encoders include digital satellite news gathering (DSNG), video archiving, digital dailies, live broadcasting, video-on-demand (VOD), pay-per-view and other services delivered via cable, IPTV, mobile, satellite or terrestrial networks.

### Enterprise and Education—Internet TV and Webcasting Solutions

To satisfy the demand for instant access to mission critical information, Envivio has created the only MPEG-4 IP television solution specifically designed for the enterprise and university. The Envivio InsiteTV™ system delivers live TV broadcasts and on-demand programming where it is needed—to a PC, Mac or TV with a set-top box—anywhere on a private IP network. With an intuitive on-screen guide and high quality, low bandwidth MPEG-4 video, the solution leverages an existing IP infrastructure to deliver up-to-the-minute information throughout enterprise and university environments. Applications include corporate television communications, broadcasting television and distance learning content over an intranet, and video-based training.

Complementing InsiteTV, Envivio offers a capture, archive and broadcast communication product known as the Mindshare™ Presentation system to capture content and stream that content live and on-demand. This highly optimized one-to-many communication system can deliver interactive media presentations live and on-demand to thousands of viewers over any IP network. Mindshare can be used for a variety of enterprise and university applications such as corporate communications, training and distance learning. The output of any VGA device such as Macs, PCs, electronic whiteboards, document cameras or medical imaging devices can be broadcast along with the video signal of either a live presenter or a pre-recorded video file.

### Industry Trade Organizations

Envivio is an active member of the following industry organizations:

- AVC Alliance
- AVS Workgroup
- bmcoforum (Broadcast Mobile Convergence Forum)
- Digital Video Broadcasting Project
- DVB-H
- FLO Forum
- Forum TV Mobile
- HD Forum
- Internet Streaming Media Alliance
- MPEG Industry Forum
- SMPTE

### For More Information

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