



Envivio Mobile Solutions iLiveTV

Envivio iLiveTV – How TV for the iPhone is done

For iPhone Mobile Operators and Content Owners

More than a billion Apps downloaded. Astounding subscriber adoption rates. And now iPhone OS 3.0 is set to transform mobile video, presenting an exciting opportunity to network service providers and content owners to deploy premium video services.

Seize this opportunity with Envivio® iLiveTV™ – the complete mobile video encoding and distribution solution for delivering Live TV services to the iPhone. Designed to meet Apple's specifications, Envivio iLiveTV is an all-in-one package for evaluating, developing and deploying mobile video services for the iPhone.

Built to maximize Quality of Experience – the key ingredient of mobile TV success – iLiveTV enables operators to offer iPhone users multiple channels of live broadcast TV. It also supports premium services such as Catch-up TV, Video on Demand and a client channel guide. iLiveTV takes full advantage of the new mobile video format in Apple's iPhone OS 3.0 to dynamically adapt to available bandwidth, optimize full screen video playback and increase battery life.

Everything needed to get started is in the iLiveTV package including the Envivio 4Caster™ C4 world-class video encoding platform, the content delivery server software and a royalty free Cover Flow web-based iPhone client portal. iLiveTV is integrated and supported by the world's most experienced team of mobile TV deployment experts.

4Caster C4 ingests analog or digital sources and simultaneously encodes and protects the content in multiple profiles using Envivio H264 Extreme Compression™, recognized as the industry's highest quality mobile video codec. This multi-profile encoding ensures the best picture quality regardless of fluctuations in network bandwidth for an exceptional viewing experience.

4Caster C4 is part of the Envivio Convergence encoder/transcoder family used around the world to service millions of IPTV, internet TV and mobile TV subscribers. So when it is time to expand video services, support for almost any network and any client device is just a software upgrade away.

iLiveTV – your audience is ready.

Features

4Caster C4 Mobile for iPhone

- Up to four MPEG-2 over IP, SDI or analog standard definition inputs
- Multi-rate output with up to eight H264 baseline Extreme Compression™ and HE-AAC stereo outputs
- Embedded AES encryption with dynamic key generations for content protection
- Embedded segment generation for HTTP adaptive streaming
- Integration with Apache server to interface with delivery networks

Player

- Sample Cover Flow web application based on the latest iPhone Safari CSS extensions
- Native iPhone OS3.0 player, H264 baseline and HE-AAC support

Support

- 1-day of phone support from our team of Mobile TV experts
- 2 day set-up and training on iLiveTV and Mobile TV deployments (optional)

Solution Highlights

- All-in-one package for evaluating, developing and deploying Mobile TV to iPhone
- 4Caster C4 Mobile encoder with 4 IP, analog or SDI channel inputs, 8 outputs with H264 Extreme Compression™ and encryption
- Optimal distribution over Wifi or 3G network thanks to HTTP adaptive streaming
- Upgradeable to support 3GPP Mobile TV streaming for other phones.
- Rich web application with Cover Flow navigation for channel zapping.
- Designed to meet Apple's specifications and optimized for iPhone 3.0 native player: no additional software required
- Increased battery life on iPhone thanks to native hardware decoding compared to third party software decoding solution
- Play, Pause, Rewind on live streams
- Support from Mobile TV experts for deployment

Applications

- Direct distribution of live TV channels to iPhone owners over Wifi or 3G networks
- Mobile TV trials for iPhone
- Custom App interacting with Live video





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iLiveTV

4Caster C4 Mobile for iPhone

Inputs

IP Stream Inputs

SPTS or MPTS with PID selection: 4 channels
Input codecs supported: MPEG-2 MP@ML
MPEG-1 Layer II, AC-3
10/100/1000 Base-T input ports: 2 (primary and spare)

Digital input module (option)

4 SDI with 2 embedded audio stereo each

Analog input module (option)

4 Composite video with 1 Unbalanced Stereo each

Output

Output

2 (primary and spare) x Ethernet (10/100 and 100/1000 Base-T)

Supported Network Protocols & Output Profiles

HTTP adaptive streaming

Encryption

AES Encryption
Dynamic key generation
Interface for key distribution

Compression

Video Preprocessing

WSS processing, Aspect ratio pass through
Frame resizing
Deinterlacing
Cropping
Custom frame rates

Video Encoding

MPEG-4 AVC (H.264) Extreme Compression:
Up to 4 channels / 8 profiles
Baseline profile
Data rate: 20 kbps to 1000 kbps

Audio Encoding

Audio channels per service: 1 stereo / 1 mono
MPEG-4 AAC, HE-AAC v1 & v2
Data rate: 8 kbps to 128 kbps

Monitor and Control

Front panel LCD control interface
10/100/1000 Base-T M&C ports: 2 (primary and spare)
Alarm protocols: SNMP v2
Control and System protocols: SOAP, HTTP, NTP

Physical and Power

Dimensions

Width: 431 mm (16.9") x Height: 44mm (1.7") x Depth: 654 mm (25.8")
Weight: 12 kg (26 lb)

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 Chantepie
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

Power

Input: 100-240 VAC auto-ranging
Consumption: 300 W maximum
Supplies: dual load-balancing hot-swappable power supplies that can be replaced in the field

Environmental

Operating temperature range: 0 to 35° C (32 to 95° F)
Non-operating temperature range: -40 to 70° C (-40 to 158° F)
Non-operating relative humidity: 95% at 30° C (86° F) non-condensing

Agency Certifications

- FCC Class A
- CE/ RoHS 5-compliant/WEEE-compliant

iLiveTV for Apache

Software

Apache compliant application
Interface with 4Caster C4 Mobile for iPhone

Recommended Hardware Configuration

1U rack, Intel Xeon 2.0 GHz/1333MHz, 12MB L2 cache
Memory – 2.048 GB, hard disk drives in RAID configuration
Gigabit Ethernet

iLiveTV Portal

Web Application

Sample application optimized for iPhone display and capabilities
Channels Preview, Channels View, Cover Flow navigation, Trick Play

Compliance

Compatible with Safari for iPhone OS 3.0

Customer Services

Basic support (included)

1-day phone support

Advanced support (option)

2-days on site set up and training

Ordering Information

- iLiveTV:** 4Caster C4 Mobile for iPhone + iLiveTV for Apache + iLiveTV Portal + Basic Support
- Options:**
 - For 4Caster C4 Mobile for iPhone:
 - Quad SD SDI Digital Input Module
 - or Quad Analog Input Module
 - Customer services:** Advanced Support

