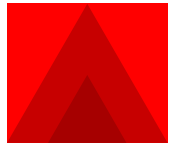


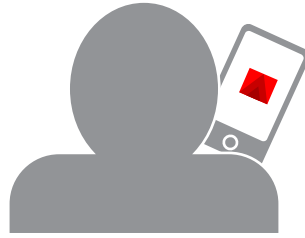
UPSTREAM
MEDIA AG



Specification sheet Webcast

Your event

where you are, whenever you are...

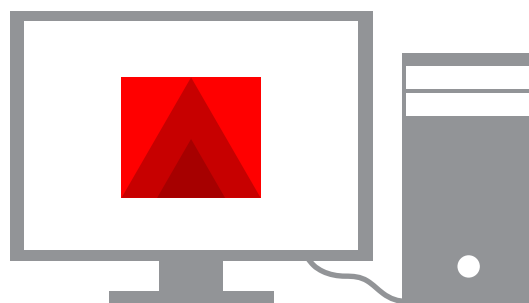
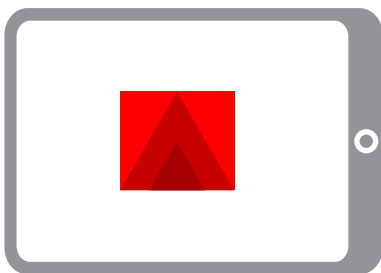
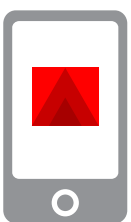


to watch, all you need is

internet connection & a device.



No matter what operating system or brand

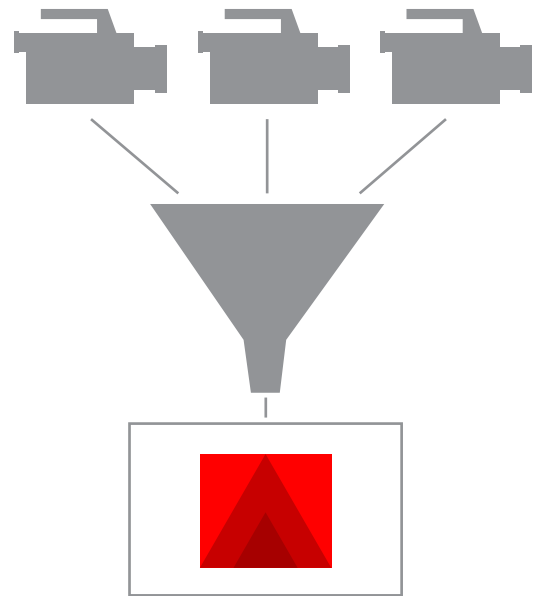


Event location

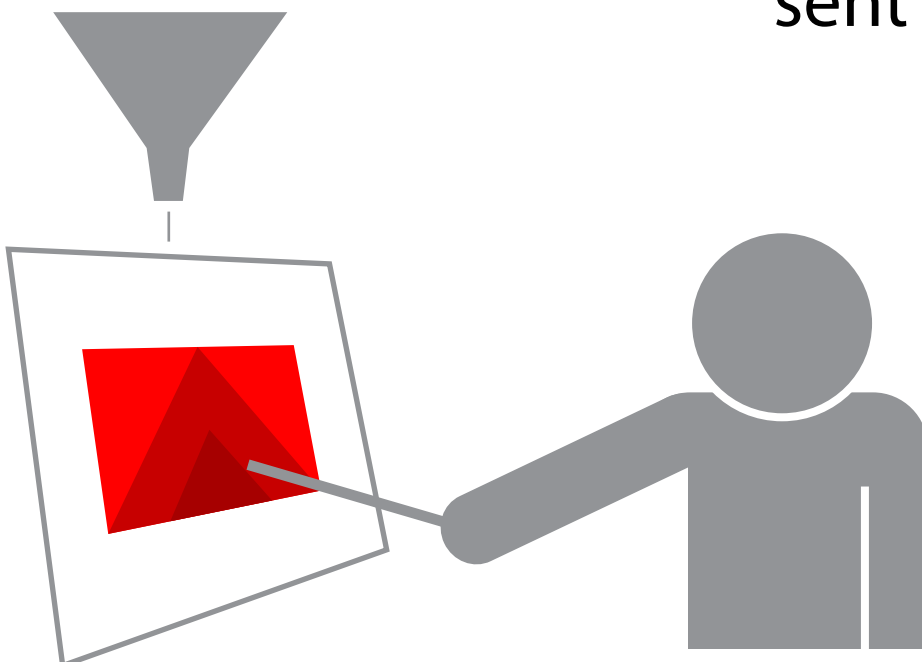
how it works...

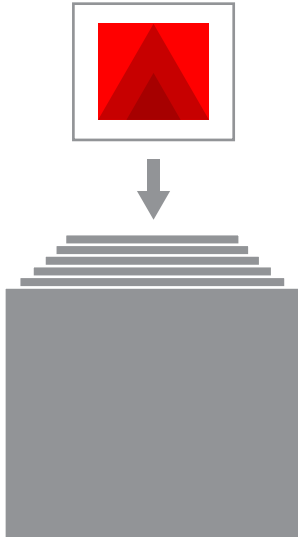
cameras record live HD-Video and audio of your event

camera shots get mixed into one video picture and audiosignal for output



additional, your PowerPoint or Keynote could be also sent to the mixer





the live HD-Video and audio will be transformed, packed, secured and sent to our broadcasting servers in Switzerland

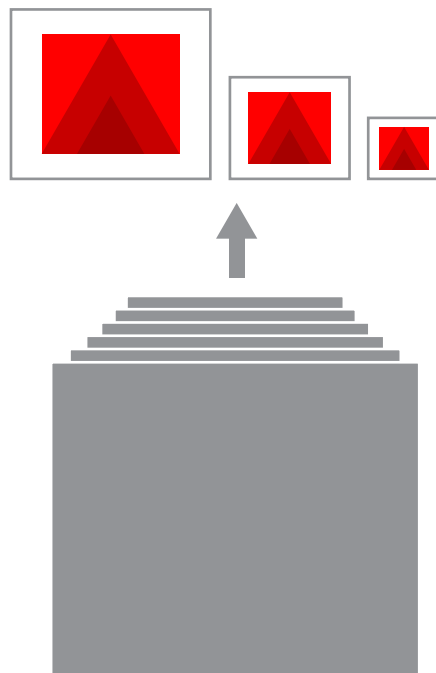
Streaming Server

our broadcasting servers unpack the live HD-Video and audio stream packages and

... generate different audio/video resolutions (qualities)

- sales: pay for better quality

- free of interruption depending on users internet connection



- ... record and cache the HD-Video stream
- users are able to watch it over and over again
- users can watch scenes already happened
even when the event is still on duty

and switch back to
real time coverage



... secures the HD-Video and audio stream
from unallowed access



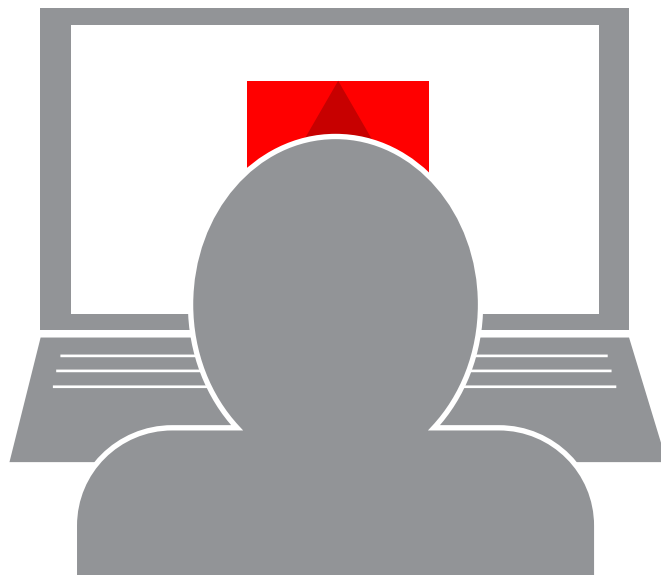
Viewer experience

now we will embed the live HD-Video
and audio stream

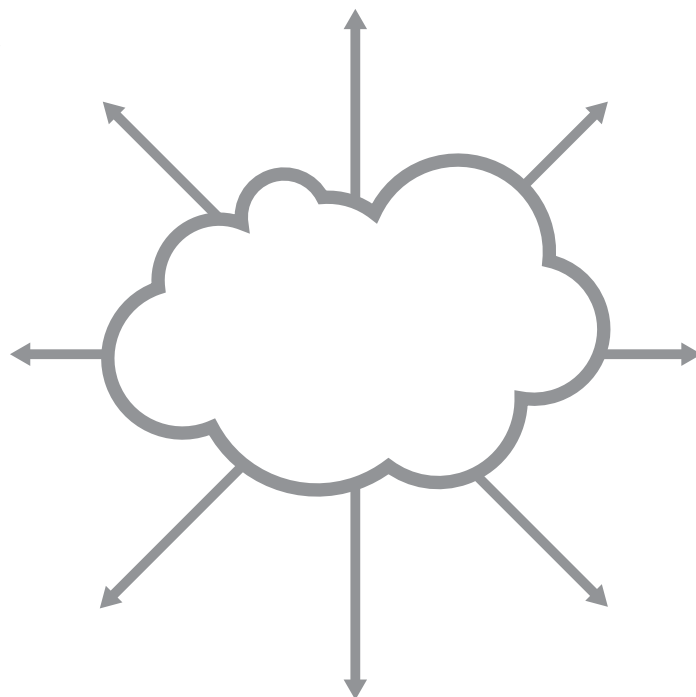
into your website



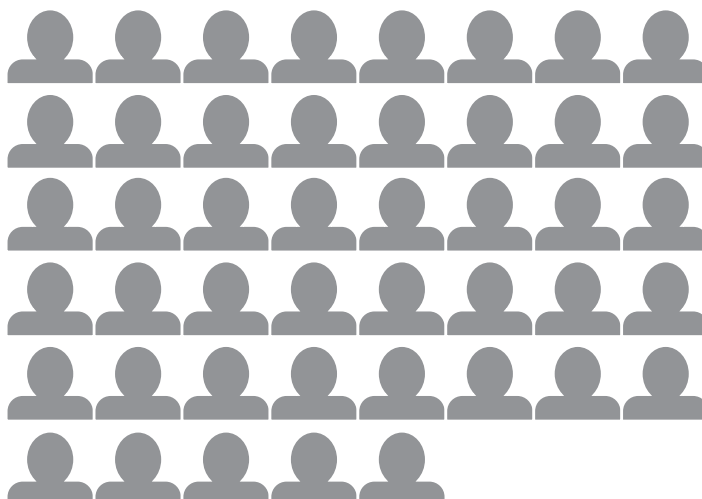
when a user starts
to watch the live stream...



... our Content Delivery Network (CDN) is delivering the HD live stream **effectively to the users**



it is designed to handle thousands of watch requests **without decrease of quality**



UPSTREAM
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