



Israel Export Institute



Foreign Trade
Administration
MINISTRY OF ECONOMY

IBC Israeli innovation 2014

September 12, 2014

The IEICI and The Israel Foreign Trade Administration at the Ministry of Economy are pleased to present the Israeli companies who will take part in the Israel Pavilion at IBC 2014.

Solution at a Glance

ABonAir's solutions enable the transmission of video content – over the air – directly from a camera to a news truck, without the need for cable deployment. The device is compact and lightweight and attaches easily to any handheld camera.

Customer's Challenges

Being able to broadcast reliable, ongoing news events is critical for TV networks that are struggling to maintain ratings. Deployment of a wired system is time-consuming and costly, and is therefore simply not effective in today's competitive environment. A wireless solution enables shortening deployment time dramatically and ensuring rapid time-to-air. In addition, wireless solutions enable absolute flexibility, allowing reporters to broadcast from anywhere under the most difficult conditions.

Our Offering

ABonAir is a front-runner in the world of wireless video technologies, devices and systems. We offer ready-to-use wireless video systems that can be mounted on any video camera and enable camera teams to broadcast quickly and easily. These systems can also be mounted on unmanned platforms in the air, sea or ground for long-range military and security usage.

Unique Differentiators

ABonAir's solutions are based on advanced technologies for video and wireless. H.264 video encoding, embedded in our products, enhances picture quality, while bidirectional OFDM radio assures robust and reliable radio links under the most difficult conditions. These are bundled with unique algorithms specifically designed to merge video and wireless technologies and deliver state-of-the art picture quality in robust wireless video streaming systems. ABonAir's solutions support unmatched delays of less than 90msec.

Business benefits for the Customers

TV NETWORKS: ABonAir's wireless video solutions are ideal for acquisition and transmission of high definition content for electronic news gathering in the field, sporting events, real-time reality show monitoring, etc.



Solution at a Glance

Applicaster offers broadcast solutions for cross-screen TV experiences, empowering world-leading broadcasters and formats. Solutions include live and on-demand TV, second screen, synchronized and social TV experiences, and engaging apps that support any business model. The platform's features and functionality encourage viewers to share and interact with content and brands, in sync with TV.

Customer's Challenges

TV is fundamentally changing:

1. Entertainment is served cross-screen, not only as lean back but also as lean forward.
2. New revenues from second screen sponsorships, cannot be ignored
3. Technology advancements require constant feature development and resources

Broadcasters need to find a way to quickly tap into this market, with minimal investment.

Our Offering

Applicaster offers Cross-Screen TV experience delivery, integrated into existing broadcaster workflows. Capabilities include:

Connected advertising, retail & payments, including screen take over, mCommerce overlays, social campaigns, in-video branded games, awards and coupons.

Second Screen and event based new media – Maximizing second screen to boost ratings via games, competitions, play-along, quizzes, polls, commercial offerings and product placements, text voting, and more.

New Content formats - utilizing the company's digital format and integration with on screen graphics broadcasters can create new TV formats, enabled by new technological options on the set and through the application.

Social TV – comments and shares, indication of friends who are now watching, twitter updates, as well as Applicaster's Facebook Open Graph integration to allow viewers to make social expressions.

Unique Differentiators

Boost Prime Time – By controlling all aspects of content in real time, Applicaster's platform enables the broadcaster to create synchronized activities that retain viewers' attention and extend engagement time, increasing advertising dollars.

Tech, Interactive and Creative – each solution is developed with the broadcaster and market challenges in mind, for enhanced user interactivity via content experience, advertising campaign placement and social tools.

Broadcaster controls the brand, the viewer base and advertising dollars. Our powerful set of tools enables broadcasters to draw their audiences into their ecosystem and away from competing content, activities and platforms.

Business benefits for the Customers

Increased viewership & user engagement - increase primetime viewing through the use of companion screens resulting in a respective increased exposure to advertising.

Business model flexibility - diverse business models and connectivity environments, enabling customers to instantly re-package viewing bundles, and quickly respond to market/viewers demands.

Increased advertising revenues- taking full advantage of the entire screen, Applicaster supports rich interactive overlays on top of live and on demand content.

Company References & Strategic Partners

Company references: Applicaster has a growing list of customers worldwide, including FOX International channels, Univision, Mediaset, ChelloMulticanal, Televisa, Pramer, Reshet, Sport5, Caracol TV, BabyFirst TV, Live Asia and more.

Investors: Greylock Partners



Solution at a Glance

Beamr Video is a perceptual video optimizer, which cuts the bitrate of H.264 and HEVC streams without compromising their quality, enabling a smoother streaming experience and a significant reduction in video delivery costs.

Customer's Challenges

- Delivering high-quality video streams over bandwidth-constrained bearers
- Storing and archiving large collections of video files

Our Offering

Beamr Video is available either as on-premise Linux software, or a could service that is accessed using a REST API. Beamr Video optimizes H.264 and HEVC streams, retaining their original format and reducing their bitrate by up to 50%. Beamr Video can also be used to control an existing HW H.264 or HEVC encoder to enable live video optimization.

Unique Differentiators

We have the only technology that guarantees preservation of subjective quality when reducing video bitrates. The technology has already been implemented in an image optimization product line (see www.jpegmini.com), and is covered by 42 patent applications.

Business benefits for the Customers

- Enable HD over mobile and 4K over broadband with high quality and exceptionally low bitrates
- Better user experience for streaming video
- Lower video delivery costs
- Lower storage costs for video archiving

Company References & Strategic Partners

Investors: Innovation Endeavors and Marker LLC, raised \$9.5M in the last round



Solution at a Glance

Celeno provides high performance Wi-Fi chips and software for demanding home networking applications

Customer's Challenges

Today's 802.11ac Wi-Fi falls short of meeting the challenging requirements of carrier-grade and video-grade multimedia home networking in terms of whole home coverage, robustness and interference resilience and multiple, concurrent HD streams capacity. Although the 802.11ac standard of Wi-Fi delivers increased speed and throughput, and video distribution is touted as its primary use, it still does not fully solve the challenge of streaming multiple and concurrent flicker-free HD video streams in the home with wire-like quality.

Our Offering

Celeno's extensive 802.11n and 802.11ac chip portfolio and OptimizAIR™ technology enable the wireless distribution of multiple and simultaneous HD video streams throughout the home and across multiple screens with the highest levels of performance and reliability while ensuring a superlative quality of service and user experience.

Unique Differentiators

Celeno's OptimizAIR™ technology enables the sustained and uninterrupted delivery of robust HD video with whole-home coverage. It significantly increases range and coverage while maintaining a robust signal with effectively no packet loss. It eliminates packet error rate in congested networks by intelligently managing the available bandwidth to provide a better user experience. Celeno's solution is client agnostic and delivers HD performance to any third-party Wi-Fi client device. OptimizAIR includes Celeno's Airtime Management technology which

provides unprecedented capabilities to provision and manage both Wi-Fi capacity and radio spectrum. It enables deployment of rich Wi-Fi services such as home hotspots, community Wi-Fi, multicast video and over-the-top to the home user while maintaining user experience.

Business benefits for the Customers

- Enable service providers to accurately manage Wi-Fi capacity to each device and each SSID on the home gateway – opens up the ability for new service packages and full visibility into the home network performance to cut down service calls and to improve customer satisfaction
- Simultaneously stream multiple HD streams to multiple set-top boxes while guaranteeing consistent throughput and quality of service.
- Enable consumers to enjoy any type of video content over any display device anywhere in the home

Company References & Strategic Partners

Company references: LGI, Arris, Samsung, Deutsche Telekom, Time Warner and others

Investors: Cisco Systems, Greylock Partners, Liberty Global, Pitango Venture Capital and Vintage Investment Partners.



Solution at a Glance

Fabrix Systems provides a software-based, integrated storage and computing platform for media storage and processing applications. This efficient platform delivers performance, reliability, scalability, and flexibility.

Customer's Challenges

Subscribers are demanding more features, more storage, more recordings at once, more options for viewing. The economic impact of distributing new, more complex set-top boxes in the home to provide this level of functionality is formidable. Traditional DVRs require that recordings are scheduled from home, and limits number of simultaneous programs that can be recorded. Home DVR requires service providers to commit 100% of the storage capacity on day one.

In addition, the current VOD trend is to provide much extended video libraries so additional content can be aggregated and managed.

Our Offering

Fabrix's comprehensive and innovative Time Shifted TV solutions enable video service providers to enhance the end user experience and deliver new content-based services while maintaining availability, security, and minimizing response times. The Fabrix VIDFX product offers a number of deployment schemes including Cloud Based DVR and VOD.

Unique Differentiators

Experience: The Platform powers the largest network DVR systems deployed today, private and shared copy. Over 10 Tier 1 service providers (Cable Operators and Telcos) across North America and Europe have selected the Fabrix platform to power their new generation service offerings.

Cost Effective at Massive Scale: The platform is hardware agnostic. Operators are free to choose their own generic x86 servers. Additionally, by integrating compute

and storage into the same stack, packaging, transcoding, streaming, and ad insertion are all integrated. This dramatically reduces the server requirements and in turn OPEX.

Solid Reliability: High availability, resiliency and peak performance support by design.

Business benefits for the Customers

Cloud based video solutions enable content to be stored in the cloud rather than in the hard drive of a traditional DVR or set-top box. It allows for greater viewing options (anywhere, anytime or any device), storage size, and recording flexibility without the need for a truck roll. Subscribers also benefit from a broad array of time-shifted services, such as catch-up and look-back TV, never delete.

Incremental Revenue: The deployment of a cloud based DVR allows service providers to package and sell a “high-end” video service. These include Time Shift TV services such as Catch Up TV, Start Over, Pause Live TV, Record In The Past, Look Back, Never Delete DVR, and advanced personalized content recommendations. Additionally, this allows for improved end-user experience and reduced churn, and commercial refresh in catch-up and recorded programs.

Reduced Capital Expenses (CAPEX): Centralized storage is more cost effective than distributed storage, and this application requires a less powerful, and cheaper set-top-box.

Reduced Operational Expenses (OPEX): One of the largest benefits is the ability to access the system remotely, without a truck roll. A typical truck roll costs approximately \$75/subscriber. Given that approximate 5% of hard drives fail per year and new features and upgrades require hardware upgrade, the associated costs quickly add up.

Company References & Strategic Partners

Company references: Over 10 Tier 1 service providers (Cable Operators and Telcos)

Main partners: Alcatel Lucent, IBM



Solution at a Glance

Kaltura provides the first open-source platform for the creation and consumption of video and rich-media web applications for enterprises, educational institutions, operators and media companies.

Customer's Challenges

- Implementing a cross-organization media strategy
- Deploying with a fast time to market
- Hollywood compliance for content security
- Realizing the concepts of interactive and social video experiences

Our Offering

Over 150,000 media & entertainment companies, enterprises, SMBs, educational institutions, service providers, platform vendors, and system integrators use Kaltura's flexible platform to enhance their websites, web-services, and web-platforms with advanced customized video, photo and audio functionalities. Kaltura's features and products enable to easily deploy custom workflows involving video creation, ingestion, publishing, management, syndication, engagement, monetization and analysis. Other Kaltura services include streaming, hosting, transcoding, analytics, ad serving, DRM, support and maintenance packages, and professional development.

Unique Differentiators

Kaltura's platform is flexible, allowing organizations to tweak Kaltura's solutions to fit their needs. Kaltura is a framework for the development of video applications, and not just a closed-box online video platform. The only video platform that can be deployed as a SaaS solution, Kaltura is hosted on the premises or on the cloud. Kaltura's platform can be seamlessly integrated with any existing systems, and video can easily be added to existing workflows. Additional differentiators include:

- specific tools for broadcasters and media and entertainment companies to create social and personal premium pay OTT TV,
- the Kaltura Application Exchange,
- access to the open source code,
- a vibrant open source developer community.

Business benefits for the Customers

Customers enjoy the most flexible and future-proof rich-media solutions, due to Kaltura's open platform, SaaS or On Prem deployment options, ease of integration, and open source license.

Benefits include:

- Increased views, content, and CPM
- Distribution of content across the web
- Video SEO Optimization
- Seamlessly reaching viewers anywhere on PCs, smartphones & tablets
- Launch live video events
- leverage the power of video both inside the organization and out
- Streamlined production workflows
- Innovative monetisation options
- Hollywood compliant content protection with multiple vendors

Company References & Strategic Partners

Company references: MediaCorp, Eutelsat KabelKiosk, yes Satellite, Solar, Cinepolis, Astra Zeneca, Nestle, nacamar, Internet Broadcasting, HBO, Best Buy, Cornell University, Universal, Dogus

Main partners: Akamai, Adobe, Amazon, ATOS, Blackboard, Desire2Learn, Google, Intercall, Remote-Learner, rSmart, Siemens, Unicon, and many more

Investors: Intel Capital, Avalon Ventures, .406 Ventures, Nexus Ventures, Silicon Valley Bank





LATTO

www.giraffic.com

Solution at a Glance

LATTO provides industry leading business management solutions as part of OTT initiatives including revenue-, offer- and relationship management, allowing easy monetization of video assets across all screens and devices.

Customer's Challenges

Over-the-Top Video streaming over Wireless and fixed line connectivity is not delivering the same quality of experience as Broadcast TV due to its inconsistent nature of the Internet., often restrained speed, subject to bandwidth caps and Fair Usage Policies, Internet congestions at peak hours (operator network backbone, content servers, last mile) thus causing various viewing artefacts such as repeated re-buffering and sub-optimal video resolution.

Our Offering

- Dynamic business management solutions for effective monetization and fitting any business model such as subscription-, transaction- and advertisement-based models
- An API based front-end application solution for any connected device for rapid deployment
- A centralized content distribution management system for publishing live, VOD and catch-up TV content across any connected devices via a single control console
- Sizeable video library with video processing and management for large scale projects
- Superior analytics providing detailed insights to help boost performance
- User-centric and engaging UI/UX offering a whole new entertainment experience

- Innovative monetization tools to increase incremental revenue streams

Unique Differentiators

- Centralized business logic solution to manage subscribers, large media libraries, devices and correlated data via a single control console
- Flexible architecture to handle complex business scenarios in a dynamic manner
- Modular system including a front-end API kit for rapid, cost-effective app development and updates
- Next generation monetization tools accelerate revenue streams and provide a competitive edge
- Fast and cost-effective deployment – one partner providing and end-to-end (source-to-screen) solution

Business benefits for the Customers

- An end-to-end multiscreen video solution to maintain & increase your customer base in the rapidly changing online video landscape
- Innovative monetization tools to easily monetize your media assets, increase revenue streams and boost the ARPU
- Interactive and user-centric UI/UX to provide a competitive edge in the fast-paced OTT/Multiscreen Video

Company References & Strategic Partners

Company references: PLTD, DogTV and Anand Media

Main partners: Amdocs, Brightcove, Jinni, Rrsat, SatLink, PCCW Global, Screenz, Limelight, Level (3).



Solution at a Glance

LiveU (www.liveu.tv) is the leader in portable live video acquisition, contribution and management solutions. LiveU's uplink technology is used for high-profile events worldwide e.g. FIFA World Cup™.

Customer's Challenges

- Delivering broadcast-quality, reliable live video transmission from anywhere, anytime
- Using a portable uplink solution, instead of an expensive satellite truck
- Managing and controlling multiple video feeds from the field in a central location
- Offering high-quality, cost-effective live video to online viewers

Our Offering

Based on the fourth-generation of LiveU's disruptive technology, LiveU's portfolio includes a wide choice of live video solutions to meet customers' different needs:

- NEW smaller, stronger LU500 uplink unit, available in backpack or camera-mount configurations, weighing only 1kg (2.2lbs) with proprietary internal antenna modules for greater resiliency and up to 14 bonded connections;
- NEW LiveU DataBridge Solution for fast data transfer and Internet usage in the field;
- LU-Smart mobile app solution, bringing bonded transmission to smartphones and tablets with its innovative handheld Smart Grip;
- LiveU Xtender external antenna for extra-strong resiliency in extreme scenarios;
- LiveU Central browser-based management system for easy control and geo-tracking of all LiveU systems, feeds, and apps from anywhere.

LiveU will also be showing its hybrid solutions with cellular, microwave and satellite technologies

Unique Differentiators

- Complete range of live video solutions, based on LiveU's proprietary 4G LTE/3G bonding technology with LiveU's powerful new multi-processor video encoding engine
- Proprietary internal and external antenna arrays for extra-strong resiliency – allows transmission in areas of poor cellular coverage (e.g. in crowds, cars, on motorbikes, in helicopters & planes)
- Comprehensive central management system that allows full control and monitoring of the entire ecosystem and content via any browser-supported device from anywhere in the world
- Solution of choice for global broadcasters, news agencies and online media - de-facto industry standard
- Provides HD video quality (up to 1080 using SDI, HDMI or analog video inputs)
- Flexible, easy & fast operation (remote & local)

Business benefits for the Customers

- One-stop-shop for live news, sports and event coverage
- Highly portable, flexible and cost-effective live video transmission and data transfer from anywhere, at any time (broadcast & online)
- Superior video quality with extra-strong resiliency
- Central browser-based management of multiple video feeds from different devices around the world
- 24/7/365 support and service worldwide
- All-inclusive, turnkey service package, including testing, modems, SIM packages, handling cellular operators' billing issues and worldwide roaming support.

Company References & Strategic Partners

Company References/Main Partners -- Can be provided on demand.

Investors: Canaan Partners, Carmel Ventures, Pitango Venture Capital, Lightspeed Venture Partners





Pixellot

www.pixellot.tv

Solution at a Glance

Pixellot is an affordable end-to-end alternative to the traditional outside broadcast video capture and production system.

The patent-pending Pixellot is based on ultra-high-resolution unmanned video capture devices, a virtual, compact production suite that can be located either at the venue or at a remote location and unique new media applications based on the "capture all" concept.

Customer's Challenges

- Very high production costs
- Large in-venue production teams
- Cameras are deployed in multiple locations, complicated logistics
- Expensive and cumbersome broadcast cameras
- Very long setup times
- Missed events due to lacking full coverage and the "ball zone capture" principle

Our Offering

1. "All in one" productions solution
2. End-to-end (remote) productions suite
3. Enabling platform for personalized, interactive and immersive viewing experiences
4. Coverage of the entire playing field all the time enables enhancements of traditional productions with features like "capture all" based replays and players' cameras

Unique Differentiators

1. Scalable cameras rig producing hundreds of mega-pixels
2. Variety of automation algorithms
3. Seamless object based stitching between the individual cameras' frames generating an ultra-high resolution panoramic view
4. Proxy (low resolution, low bandwidth link) video production (patent pending)
5. Unique applications such as attached-to-field and attached-to-players augmented graphics, Virtual immersive reality, surround video and more

Business benefits for the Customers

- Affordable and automated production for second tier events
- Enhancement of first tier events
- An ideal web and mobile production platform, a second screen enabler
- Customized video preparation engine for coaches

Company References & Strategic Partners

Founders: Dr. Miky Tamir and Gal Oz

Main partners and investors: Israeli Chief Scientist (OCS), The Time Incubator, private investors



For partners we offer a dedicated approach as one of the few suppliers in the market who actually work with regional partners only as part of our business approach.





TVPoint

www.thevideopoint.com

Solution at a Glance

TVPoint offers complete content solution for OTT service providers, including a large number of interactive, personalized and dynamic smart TV channels, at affordable cost.

Customer's Challenges

Ubiquitous high speed internet technologies enable emerging players to compete with established MSO and satellite companies, by offering consumers OTT-TV service at competitive pricing. The major barrier to entering this market is availability of high-quality, yet affordable content.

Our Offering

TVPoint's novel & patent-pending Acurate™ curation technology continuously and automatically grades, sorts and filters a vast number of long-tail videos in a large number of web sites, and generates a large number of video channels in different topics & multiple languages. Our adaptive algorithms tailor the content to the viewer's taste and personal preferences.

TVPoint offers OTT service providers a complete Software-as-a-Service (SaaS) content solution including:

- High quality, adaptive, personalized video channels
- Support of flexible business models
 - Subscription
 - Pay-per-view
 - Advertising
- Billing & monetization tools

Unique Differentiators

TVPoint platform is a turn-key content solution, relieving the operator from the need to negotiate content deals in multiple languages. Unlike conventional content packages, our solution does not require a commitment to large "minimum guaranteed" payments. Our solution is available in any language, and offers a true "lean-back" experience.

Business benefits for the Customers

TVPoint turn-key content solution saves the operator a significant amount of time and money, as compared with building a conventional content package. Furthermore, it enables the service provider to differentiate itself from entrenched MSOs as well as other emerging OTT providers.



Solution at a Glance

VBox extends the experience of watching live and recorded TV to all mobile and connected devices in the home.

Customer's Challenges

The needs and demands of the average TV user are becoming more diverse. Users want to "cut the cord" on pricey service fees and tap into free live TV content. While OTT services, such as Netflix and Hulu, are gaining ground, users still place value on watching live TV. However, they also **want to watch local live TV (such as reality shows, sports, local news, etc.) anywhere, anytime, on any device.** As such, live TV must be accessible on devices such as laptops, tablets, and smartphones. Yet, TV anywhere needs to be available without interrupting or degrading the high quality TV experience to which users are accustomed.

Our Offering

The VBox TV Gateway allows users to watch live (and recorded) full HD broadcast quality TV on tablets, smartphones, laptops, and TVs. Users can cut the cord on expensive service fees and tap into free content. By connecting a satellite, cable or DTT antenna feed to the TV Gateway and a wireless router, all content is converged. It is then turned to IPTV, and **streamed through the home wireless network to all connected devices.** In this way, users gain access to both their premium content, as well as live SD and HD TV on any device on their home network.

This extends and adapts TV watching to the needs of today's users, who can;

- Watch up to four different live TV channels (and watch recorded content) simultaneously.

- Use their home network to record live TV and watch recorded content on any device, with full PVR functionality.
- Access a customizable EPG that enables users to build a personal TV channel list and provides superior parental control.

VBox solutions include:

- V@Home: Home TV Gateway that converges DVB & IP
- V@Enterprise: Hospitality TV

Unique Differentiators

- Successful track-record of developing quality digital TV broadcast equipment for leading broadcast providers, enterprises and governments worldwide.
- SDK to quickly integrate live TV and PVR functionality into existing OTT applications.
- Broadcast quality content on all devices. The TV-watching experience is not affected.

Business Benefits for the Customers

- End User - Watch live (and recorded) TV anywhere in the home; Tap into various free TV sources without the hassle, time and investment of wiring the entire house.
- OTTs - By converging live TV with OTT/VoD into a single interface, VBox allows OTT providers to remain top-of-mind, increase their rating, and promote premium content.

Company References & Strategic Partners

Company references: JSAT, ENEL Italy, AFP

Main partners: ST Microelectronics, Sony

Investors: Private





Vcodes

www.vcodes.tv

Solution at a Glance

Vcodes for Broadcasters offers a best-in-class solution for automating the offline conversion of large-scale, multi-format video content. Whether you are a TV broadcaster or Over-the-top provider, Vcodes can dramatically cut manual work, required expertise, and costs involved with video conversion.

Vcodes' intelligent workflows automate video conversion end to end – from the ingestion of source content, through analysis, transcoding, subtitling, video processing and up to multiplexing and repackaging output files for cable VOD, mobile devices, broadcast servers, or any required format.

Vcodes seamlessly integrates with any content management and media asset management systems (CMS/MAM), so that it can receive instructions and video metadata and send back final encoded content for publication. Built-in integrations with leading CMS systems, combined with Vcodes' API enable a smooth integration into any broadcasting environment.

Customer's Challenges

Growing demand for VOD drives the conversion and preparation of broadcasted content to become a bottleneck which results in increasing cost. The traditional video preparation solutions are built by combining manual processes and acquire expertise, which leads to time consuming processes and human errors, resulting in compromises to quality of service and inability to adapt to today's rapid changes in technology.

Our Offering

- Automated video workflows, customized to each broadcaster's needs
- Video/audio processing with automatic decision making
- Highest quality video/audio encoding
- Subtitling options for multiple languages
- Integration with Media Asset Management systems

- Carrier-grade scalability and throughput
- Exceptional customer service Adopted by major market leaders and with over 50

Unique Differentiators

Our solutions have been selected by large satellite and cable providers, Over-the-top content providers, and large governmental video archives. Why? Probably because we are able to combine extensive video expertise with unique software architecture, which create agile, custom-tailored video solutions that cannot be matched by larger competitors.

Our team is focused on three objectives: offering video solutions that provide 100% match to the requirements of our customers; delivering the best video output quality; and providing the best customer support. Drop us a line about your video conversion challenges, and we'll prove our point.

Business benefits for the Customers

- Immediate reduction in running costs.
- Reduces the dependency on human expertise.
- Incoming video content is ready for broadcast on ANY device, in a single automated process, increasing monetization from video.

Company References & Strategic Partners

Hot, Israel - Largest CATV provider.

Yes, Israel - Largest satellite TV provider.

Digiturk - Satellite Television provider.

Arqiva - Infrastructure and Broadcast Transmission provider.





www.video-flow.com

Investors: VideoFlow is looking for investment in the company.



Solution at a Glance

Vidmind's cloud platform, hybrid STB and apps allow new virtual TV operators to launch a primary TV Everywhere service, with features and capabilities that exceeds existing Pay-TV services, using the existing broadband infrastructure, fast and with minimal risks.

The hybrid OTT/DTT solution enables the new TV operator to leverage existing free-to-air channels and combine it with a wide variety of OTT content: Premium VOD, live IP channels, Catch up channels, nPVR, home media and third-party apps and games.

Customer's Challenges

- Go-to-market fast with minimal costs and risks
- Consistent TV-Everywhere solution on TVs, web, mobile and tablets
- Exceptional user experience exceeding existing pay-TV services
- Creating modular and varied content packages and revenue models
- Flexible, reliable and cost-effective infrastructure

Unique Differentiators

- Hybrid DTT /OTT TV solution
- Personal TV Everywhere experience
- Turnkey TV preparation and management platform
- Leverage Cloud architecture, built to scale, with high availability

Business benefits for the Customers

Operator benefits

- Launch a primary TV Everywhere service with minimal costs and risks
- A fully integrated solution- short time to market
- Platform as a service- minimal CAPEX
- Strong monetization and BI tools- increased ROI
- DRM across all devices (TV, web, Mobile, tablet)

End user benefits

- Single Android Set-Top-box delivers all content sources
- TV Everywhere -on every device, anywhere
- Personal, social and interactive TV experience





Local operators and content providers need to deliver more video on more devices. To do that, they need local Content Delivery Networks (CDN) which are available close to their viewers and enable them to improve quality of service and reduce cost. As video delivery is getting more complex, operators require a new solution, and that's where Vimmi comes in.

- Dramatically higher video performance due to local CDNs and rapid scaling as needed – scale out CDN in a box.
- Enhanced cloud-based solutions for multiple screens, live & VOD, transcoding, video CDN, video player and media asset management with minimal integration time.
- Creative business models such as licensing due to advanced technology.

- Multiscreen global video delivery over unmanaged networks and unmanaged devices
- Ensuring high video quality
- Integrating content preparation and content delivery
- Rapid scalability

Vimmi's cutting edge technology enables video content preparation, storage and multiscreen delivery. The company already has a powerful global cloud infrastructure including software and hardware that is optimized for video distribution on multiple devices over hybrid and unmanaged networks. Vimmi repurposes global bandwidth from local ISP's to provide a complete video solution for its customers. Vimmi overcomes the instability of the IP network, ensuring continuous, uninterrupted streaming. The breakthrough is providing this on a single server, supporting all

Unique Differentiators

- Performance—Localized servers and video-optimized software provide dramatically better performance than competing solutions.
- Affordability—Technological breakthroughs drive the price down.
- Rapid Scalability—Increased network capacity within hours anywhere in the world, due to unique architecture.
- Efficiency—Our software enables one server to carry any video type (HD, SD, VOD, Live, etc.) which maximizes server utilization up to 99%
- Huge Range of Capabilities—Live events, time shift, linear channels, publish point, origin server, caching, multiple streaming technologies, analytics, monitoring, transcoding, HTML5 video player, DRM, etc.
- Full API —Each element in the architecture is open and based on standard API.

- Increase monetization income due to higher video quality and performance
- Increase video experience improved consumers loyalty and reduce churn

- 1) **Commercial CDN** – Pay as you grow – monthly service with long term agreement.
- 2) **Licensed CDN for ISPs and Service Providers** – Vimmi provides software, customers invest in hardware, bandwidth and operate the CDN. Vimmi provides 3rd level support and NOC.

Company references: Walla, Sport 5, Kids TV, Open University

Main partners: Cisco, Ericsson, EMC

Investors: Private



Solution at a Glance

Vodience provides TV operators, broadcasters and web publisher with a white-label virtual crowd arena add-on for accompanying web and TV broadcasts. It can be used as a plug-in for web broadcasts, or as a 2nd screen, smart TV or STB application for TV broadcasters. It can also be an enhancement plug-in for existing 2nd screen apps.

Customer's Challenges

TV operators, broadcasters and web publishers are struggling to find new and unique ways to retain their subscribers, reduce churn by increasing their engagement and monetize it.

All existing 2nd screen apps suffer from a great deal of similarity in terms of feature set, concept and user experience. Most of them limited to merely two basic features: (i)writing comments via social applications; and (ii)participating in polls and voting widgets.

Our Offering

In order to break the existing same feature set line, and to disrupt the viewers' social experience, Livingrid has developed Vodience - a platform which provides real-time audience/crowd visualization - for any broadcast, on any screen.

Vodience allows each viewer/user to choose a virtual graphical identity that will represent him in the crowd, to make designed, animated human gestures (laugh, clap, yawn boo etc...), text messages and visualized ratings. Vodience also allows the viewers to explore other people in the crowd and to determine their own personalized crowd view. In addition, based on these diverse interaction options, Vodience provides measurement and display tools which continuously reflect the overall crowd's attention, mood and opinion in an empiric manner (i.e. Vodience's 'Energy Meter').

Unique Differentiators

Vodience is the only player to implement and monetize the concept of crowd visualization and thus creating an innovative real-live audience experience for online and TV viewers.

None of these players are attempting to face the challenges of visualizing a mass-audience crowd.

Business benefits for the Customers

- The crowd visualization opens a new interactive feature-set, creates an energetic background activity and a unique live-audience experience which dramatically increase the content consumption time and general engagement.
- Vodience arena can be fully branded and therefore can be sold to advertisers and sponsors as a new resalable real-estate. Vodience has proven to be a great platform for creating new revenue streams for the content publishers.

Company References & Strategic Partners

Company references: Deutsche Telekom, Dolce-Sport (Romania broadcaster - part of Romtelecom), ONE.co.il (Israel largest sport web portal and TV broadcaster) Ynet.co.il (Israel's largest web publisher), Maccabi Tel Aviv Club (Israel's most popular sport club)

Main partners: TeamToMarket (www.teamtomarket.biz), Deutsche Telekom

Investors: Self funded – in advanced discussions for round A.





Israel Export Institute

The Israel Export & International Cooperation Institute

The Israel Export & International Cooperation Institute, a non-profit organization supported by the government of Israel and the private sector, facilitates business ties, joint ventures and strategic alliances between overseas and Israeli companies.

Charged with promoting Israel's business community in foreign markets, it provides comprehensive, professional trade information, advice, contacts and promotional activities to Israeli companies, and complementary services to business people, commercial groups, and business delegations from abroad.

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