



TELESTREAM

mobix
interactive

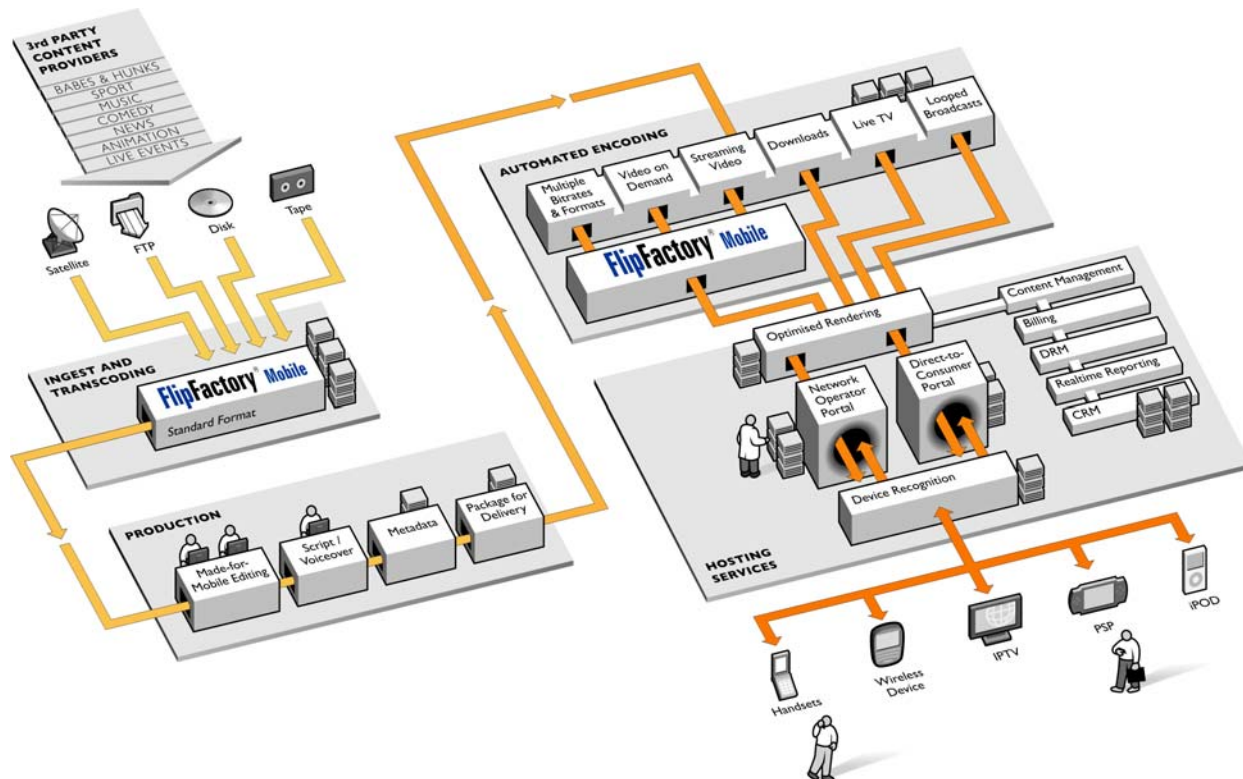
Automate Video Transcoding for Mobile Distribution

- Simplify video production, content repurposing and delivery to mobile distribution outlets and consumers
- Ingest media from multiple sources and formats
- Automatically transcode to many mobile and Web formats
- Optimize content delivery on a device by device basis
- Telestream and Mobix Interactive provide an integrated video workflow solution for mobile distribution

Mobile Video Opportunity

Viewing video on mobile devices is now a reality. The convergence of IT, telecommunications and broadcast technologies offers new opportunities for content owners, aggregators and distributors to create, repurpose and deliver video content to the mobile masses. Mobix Interactive, an established global leader in video-to-mobile services, and Telestream, a leading provider of workflow automation solutions, have partnered to showcase a world-class, automated video transcoding solution for mobile distribution.

With a dedicated in-house mobile production facility, Mobix Interactive produces, encodes and delivers both made-for-mobile video content and original programming, delivering up to one million clips each month to mobile operators. Telestream's FlipFactory Mobile is at the heart of Mobix's video workflow. Functions include automating media and metadata ingest from multiple sources, transcoding source media to mobile and Web video and audio formats, and delivering media to destination systems. FlipFactory's universal format conversion enables Mobix to send video files directly to consumers regardless of the type of mobile device they are using.





Benefits of the combined video-to-mobile workflow solution

- More content is created in the right formats and delivered to the right places – meeting specific handset, network, bandwidth and operator requirements
- FlipFactory is the backbone that enables Mobix to act as a central encoding point for a full suite of video mobile delivery services
- Best-in-class encoders optimize output on a device-by-device basis and support all mobile codecs available today
- The combined solution addresses evolving needs, including: transcoding and encryption from high-resolution material optimized for mobile handset output
- Mobix and Telestream have established relationships with leading content providers and network operators to provide world class video solutions

About Mobix Interactive and its solutions

Mobix Interactive is a leader and expert in mobile video technology and distribution services, providing the widest range of compelling and relevant, rights-cleared, multi-language video content to mobile operators throughout Europe, USA, the Middle East, Asia and Australia. Mobix uses a variety of technology to span the entire video-to-mobile workflow: content acquisition, production, transcoding and delivery.

Mobix offers modular video-to-mobile solutions, covering end-to-end requirements in content production, encoding and delivery. Fully managed or service specific, Mobix services include hosting, portal build, device recognition, billing integration, eCRM, DRM and reporting. This enables cost-effective, fast go-to-market solutions with minimal integration.

About Telestream and its products

Telestream is the leading global provider of multiformat media encoding and delivery solutions for media and entertainment companies, corporations, and government institutions. Telestream's products streamline digital media workflows, enabling convenient, cost-effective video/audio access and exchange in today's multi-vendor, IT-centric video environments.

Telestream's enterprise-class FlipFactory workflow automation products can be found at the heart of the world's most demanding broadcast, cable and production facilities. Server-based FlipFactory software applications automate media ingest from a variety of sources, conversion to a wide range of video or audio file formats, media/metadata exchange between systems, and delivery to destination systems. FlipFactory provides the industry's broadest file format support – from HD to mobile and everything in between.

Developed specifically for mobile workflows, FlipFactory Mobile automates high-volume media transcoding for today's rapidly evolving mobile distribution platforms. Transcoding support for commonly-used mobile and Web video and audio formats includes: WMV/VC-1, H.264/iPod, 3GPP, MPEG-4, Real, QuickTime, MP3, AAC, WAV, WMA. Video and audio processing filters enable users to easily scale and adapt video files appropriate for mobile distribution.

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