

# MediaPlatform SmartEdge

## Enterprise Content Delivery Network

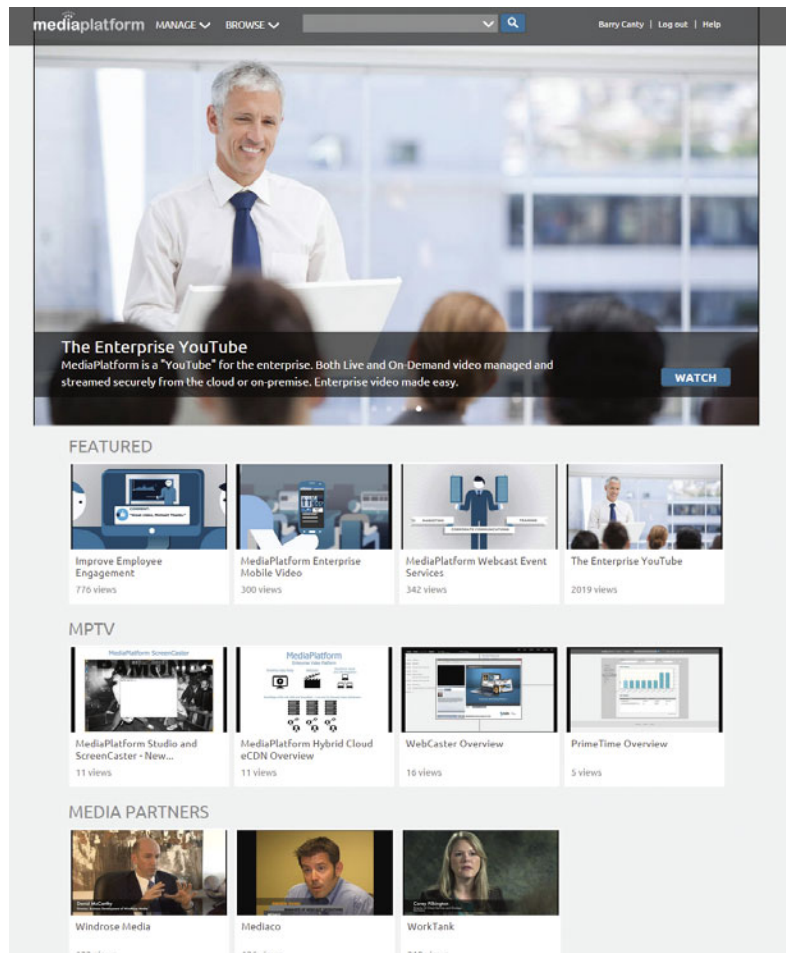
As enterprises increasingly leverage video for corporate communications, training, knowledge sharing and collaboration, the ability to deliver streaming content without negatively impacting corporate networks is becoming more important. MediaPlatform SmartEdge is a software based enterprise Content Delivery Network (eCDN) that is focused on the acceleration and optimization of HTTPS video delivery within the enterprise. SmartEdge provides network friendly delivery of secure, high quality on-demand video and live rich media webcasts to any desktop, tablet or mobile device.

MediaPlatform SmartEdge works in conjunction with cloud or on-premises deployments of MediaPlatform PrimeTime and WebCaster, which combine to form the leading enterprise video content management solution on the market. SmartEdge lets you distribute video in multiple formats and enables delivery of content to your global workforce with support for adaptive bitrate streaming.

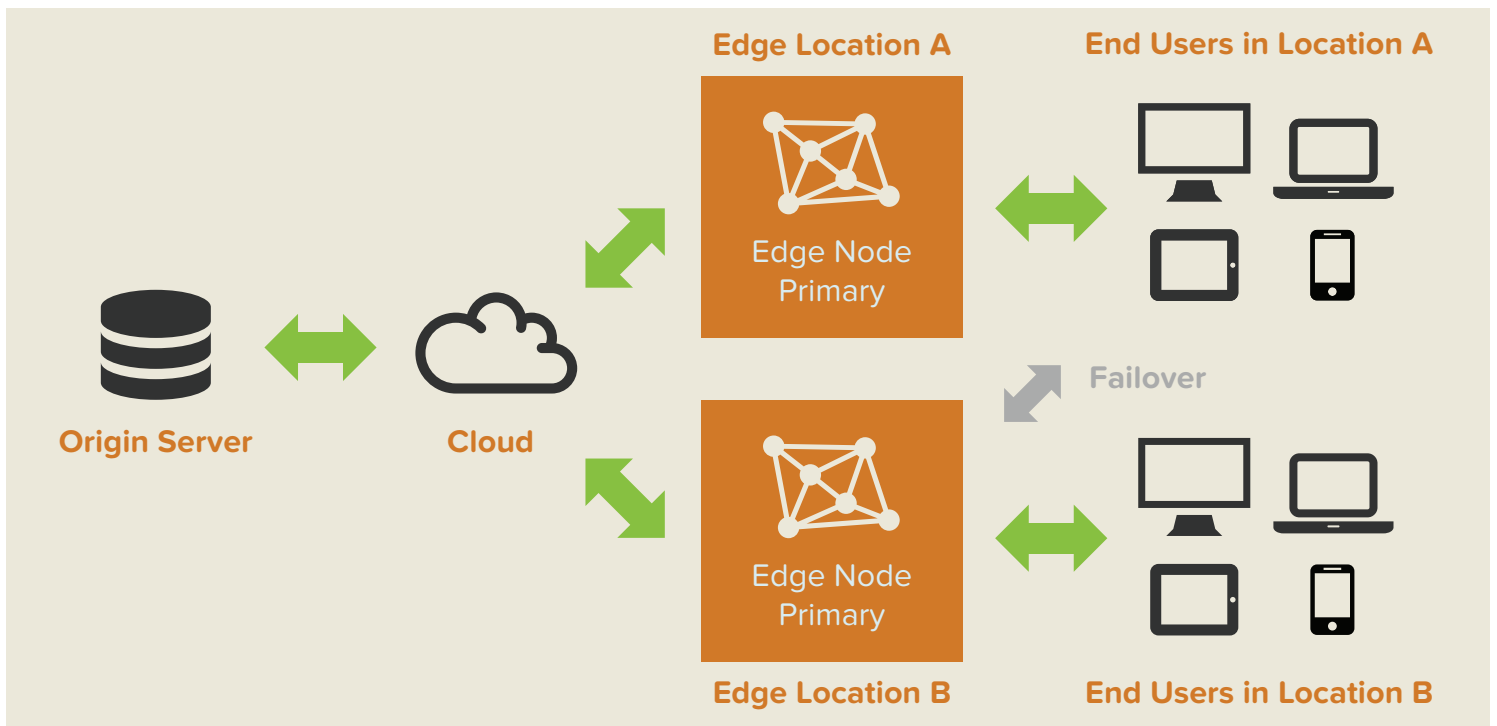
MediaPlatform SmartEdge provides a network with advanced streaming and dynamic caching features to optimize your existing infrastructure, and can function as the sole video distribution platform or integrate with other CDNs. Minimize network load and maximize cost savings by prepositioning on-demand video content and maintaining a single stream across the WAN or LAN for live rich media webcasts.

## Key Benefits

- Deliver video without disruption of existing network traffic
- Ability to accelerate on-demand video and live webcasts
- Firewall friendly. Only requires standard HTTP(80) and HTTPS(443) to be open
- Works with all HTTP Streaming protocols (inclusive of ABR) and MP4 pseudo-streaming
- Support for HTTP streaming and byte range requests
- Ability to pre-position content, including ABR videos. Pre-positioning allows for defining a date/time and bandwidth throttling
- SmartEdge administration from the Primetime video portal



SmartEdge nodes can be deployed at as many edge locations as desired. SmartEdge uses an intelligent, automatic routing logic which ensures that each end user pulls video from the appropriate edge node where content is cached. For example, an end user in location B would not try to pull video from the edge node in location A. This is handled at the application level by a mapping table. With a central location for tracking distribution, running reports, and managing your SmartEdge topology, MediaPlatform lets you easily manage your infrastructure.



MediaPlatform includes a security framework that ensures enterprise grade control over delivery of your corporate video. This security overlay allows administrators to govern privileges throughout the supported workflows to only allow authorized users to request, receive and publish content. Authentication and access control is provided via integration with a corporate user directory such as Active Directory (or any LDAP compliant directory system).

## About MediaPlatform

MediaPlatform, Inc. is an enterprise video platform enabling on-demand streaming and live rich media webcasting for corporate communications, training, collaboration and knowledge sharing. MediaPlatform provides organizations with the tools to deliver streaming content to internal or external viewers anywhere on any device, regardless of location or content distribution technology.