



Media Integration Platform

VISIONMAX MEDIA INTEGRATION PLATFORM

Why we built it:

Enabling access to media across the “three screens” (TV, web, mobile) has become a key differentiator for operators and content providers. Customers want to access to a media experience and control of their media regardless of where they are. Operators are seeking a massively scalable and highly integrated solution, that is flexible enough to integrate into their environment, and able to be customized exactly how they want it – all while enabling speed-to-market and reducing risk.

What it is:

The VisionMAX Media Integration Platform (MIP) is a system designed specifically to enable and enhance the cross-platform media experience, based on a proven, flexible, and secure underlying framework. It consists of a customizable base integration platform that integrates directly into operator systems and other components, to enable access to media and processing of transactions across multiple service-channels (web, mobile, TV). It also enables new media experiences crossing tradition media boundaries, making media services and revenue opportunities available on multiple platforms, for a true “media anywhere” experience.

The MIP has the ingredients to integrate all key components required to provide a rich media portal experience, such as a CMS, CDN, DRM, video players, stand-alone or federated SSO authentication mechanisms, online EPG, third-party data feeds, advertising servers and reporting engines, as well as your existing back-end billing systems and subscriber enablement data, all in a secure high-availability platform with multi-lingual support.

Components:

In addition to the underlying frameworks, there are several core components which make up the MIP, and they can function either independently or together as a fully integrated system, with centralized business rules:

Core components:

- Media Integration Platform (MIP):
 - Full-function, fully integrated web media portal & mobile media access platform.
 - TxDirector: Enables IPTV interactive television (iTV) transaction integration, including into 3rd party systems.

Extended components:

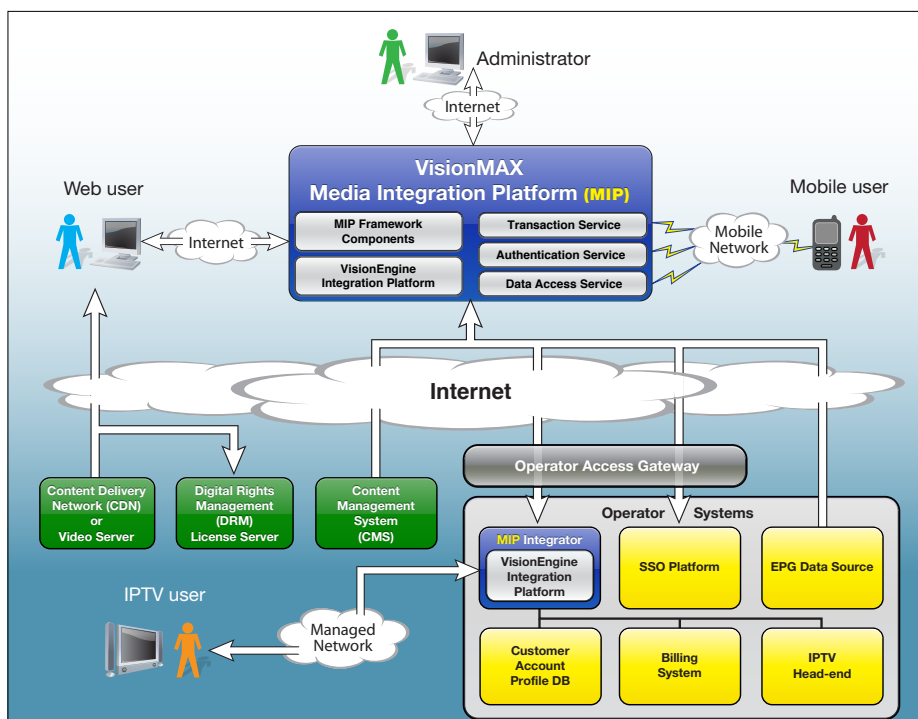
- Programming/Brochure Management: Multi-channel service provisioning and up-sell management system.
- Media Ordering System: Manage media order transactions with full integration into your CAS and billing system.
- Self-service Platform: powers multi-channel self-service.

Benefits:

- A framework to deliver media over multiple service channels (web, mobile, TV).
- Ability to leverage processing and business rules across several systems, service channels and applications.
- Lower overall implementation costs.
- Increase customer satisfaction and customer retention.
- Enable new media experiences.
- Extend existing systems and platforms with new capabilities.

DEPLOYMENT ARCHITECTURE - OPTION 1

Externally-hosted system



VisionMAX Media Integration Platform (MIP): The MIP integrates all other components of the system, serving up all screens and data to the users (end users, administrators, and mobile users). Access into operator systems in this scenario is done through the operator secure gateway, into the VisionMAX MIP Integrator component, which accepts incoming requests, processes them by making calls to operator internal systems, and returns the response. Interfaces to operator systems would typically be web-service-based calls, though any interface mechanism can be accommodated.

OTT video components: These represent other components typically involved in an OTT video media portal deployment. The MIP ingests data from the CMS on a scheduled basis, and optionally on-demand by the Administrator via the Administrator Portal. The system integrates with the CDN using tokenized URLs, and with a license server to attain asset licenses for use with the selected video player.

Operator Systems: We recognize that every operator is different, and our technology allows us to rapidly integrate into virtually any back-end system, over any mechanism or protocol. Federated SSO platforms, EPG data ingestion, customer profiles, IPTV head-end, billing systems, and others are typically leveraged to provide a seamless user-experience.

USERS Web users will access the rich-media portal using any web browser compatible with the overall portal solution.

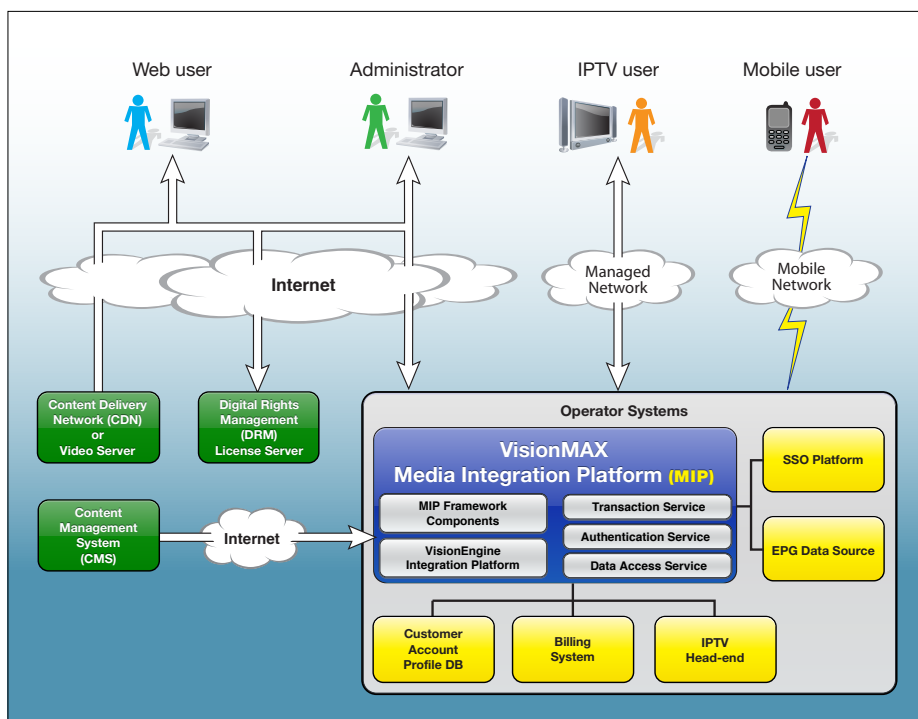
Mobile applications are provided an authentication module as well as data services to drive rich-media applications, as well as optional full media applications.

TV users can be provided with iTV applications which integrate not only to operator back-end systems, but also have the ability to authenticate and integrate with any third-party system for fully-tracked product or service transactions.

Administrators have access to the Administration Portal to control content, manage users, and view reports.

DEPLOYMENT ARCHITECTURE - OPTION 2

Internally-hosted system



- VisionMAX Media Integration Platform (MIP):** The MIP integrates all other components of the system, serving up all screens and data to the users (end users, administrators, and mobile users). Access into operator systems in this scenario is done by making direct calls to operator internal systems. Interfaces to operator systems would typically be web-service-based calls, though any interface mechanism can be accommodated.
- OTT video components:** These represent other components typically involved in an OTT video media portal deployment. The MIP ingests data from the CMS on a scheduled basis, and optionally on-demand by the Administrator via the Administrator Portal. The system integrates with the CDN using tokenized URLs, and with a license server to attain asset licenses for use with the selected video player.
- Operator Systems:** We recognize that every operator is different, and our technology allows us to rapidly integrate into virtually any back-end system, over any mechanism or protocol. SSL access to federated SSO platforms, EPG data ingestion, customer profiles, IPTV head-end, billing systems, and others are typically leveraged to provide a seamless user-experience.

USERS Web users will access the rich-media portal using any web browser compatible with the overall portal solution.

Mobile applications are provided an authentication module as well as data services to drive rich-media applications, as well as optional full media applications.

TV users can be provided with iTV applications which integrate not only to operator back-end systems, but also have the ability to authenticate and integrate with any third-party system for fully-tracked product or service transactions.

Administrators have access to the Administration Portal to control content, manage users, and view reports.

AUTHENTICATION

- Guest user support
- Logged-in user support
- Self-contained authentication or single-sign-on (SSO) integration option
- Dynamic service-code-to-content-enablement logic
- Content filters
- Sub-account capability with full control of access and content filters

CMS INTEGRATION & CONTENT MANAGEMENT

- Ingestion of metadata from Content Management System (CMS)
- Portal content management via web-based Administration Console
- Unlimited content listings
- Integration with CDN (including Akamai and Limelight) for video streaming
- Browse content – Flash and HTML-based presentation
- 4 level video asset display (content type, content source/channel, list of assets, single asset detail)
- View trailers
- View full-length content in full player

VIDEO STREAMING

Player Integration

- Player integration (including Microsoft Silverlight, Windows Media Player, Flash, SMIL driven players, etc.)
- Embedded and full-screen players
- Trick-play support

CDN Integration

- Integration with CDN (including Akamai and Limelight) for video streaming
- URL Tokenization via MD5 hash key or library-based

Live Video Streaming

- Able to support streaming of live TV content

DRM support

- Full end-to-end DRM integration for protected content
- Tokenized URL CDN support
- License key player support
- Single content play per account by content type

TRANSACTIONS

- Purchase access option for on-demand content
- Purchase access option for pay-per-view (PPV) content
- Integration with existing billing systems, billed directly to user's service-provider account
- PPV time/channel and resolution (SD/HD) selection

EXTENDED FEATURES

Electronic Program Guide (EPG)

- Ingestion of guide metadata
- Presentation of guide GUI
- Channel logos
- Filter by time-zone, date, time, all channels or subscribed channels, channel range
- Program details in EPG
- Full program details with all airings of show
- Links to content detail pages for content available on-demand or PPV

Recommendations

- Category-based recommendations
- Previously-watched-based recommendations

Search and Advanced Search

- Simple search with prioritized search results based on type of hit
- Search across EPG and all content types
- Advanced search, set any of the following values:
 - Program name
 - Description
 - Cast & crew
 - Timeframe
 - Category
 - Rating
 - Format (SD, HD)
 - Language
 - Filter in/out channels by channel or content type

Advertising Server Support

- Advertising server integration capability via SCTE-130 interface or other

IP-based Geo-location

- IP-based geo-location conditional access

Real-time data feed integration

- Able to integrate real-time feeds such sports scores, game and player statistics

Help

- 3-level fully dynamic data-drive Help
- Content managed through Administration Console
- Ability to integrate instant-messaging e-chat with CSR, user-initiated or system auto-initiated chat, passed to live agent upon user acceptance of chat session

Language support

- Multi-lingual support – any language
- Set preferred language at any time

Administration Console (web-based)

- Control of content display prioritization
- Priority override capability for full control of featured content
 - Feature specific assets
 - Control display sequence
- Content Category management, select categories and assign display sequence
- Initiate manual CMS data pulls and system cache refreshes
- Dynamic FAQ/Help section management
- Access control for each user
- Dynamic portal updates: upload new content (HTML, graphics, etc), validate on stage, push to production

Fully Secure Access

- SSL integration for sensitive transactions
- Triple DES and AES encryption capability
- MD5 hash or library-based URL tokenization
- Passed third-party security audit testing
- Approved by major content providers

INTEGRATED LOGGING & REPORTING

Logging

- Full system activity logging

Reporting

- Self-contained reporting capabilities
- System integration to Reporting tools (Adobe Omniture SiteCatalyst, etc.)

FLEXIBLE DEPLOYMENT OPTIONS

- Can be deployed in fully redundant architecture, load-balanced with full failover capability for high-availability 24/7 uptime
- Can be deployed on-site at the service provider, or as a fully hosted SaaS-based solution

MOBILE ACCESS

- Optional mobile access for smart-phones (iPhone, Blackberry, Android, Palm Pre, etc.)
- Platform-specific applications or XHTML-based solutions
- Mobile authentication integration capability
- Triple DES and AES encryption



VisionMAX delivers IT solutions to satisfy your Business Vision. Our impressive client list and strong track record speak volumes for our capabilities to deliver results. That's why more than 90% of our customers give us repeat business. Look deeper and see how VisionMAX can help your company deliver results by:

- Reducing business costs
- Decreasing time-to-market
- Improving customer satisfaction