Synamedia

Video Network

- 1000+ customers worldwide
- Reaching 100M viewers daily
- Securely delivering 1M TV channels
- 400 people in Video Network BU
- R&D in Atlanta, Boxborough, Toronto, Kortrijk and Chennai
- 50+ patents awarded 200 pending
- 30+ years of experience

Strong partnerships

- Strong partnerships with leading companies in the industry.

- Hewlett Packard Enterprise
- Google Cloud
- Thomson
- Digital Better TV
- Dolby
- Telestream
- and many more.

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Cloud Migration Considerations

- Business Agility
- CAPEX vs OPEX
- Global Reach
## Cloud Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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| **Time to Market**                     | Launch new channels in minutes, not months  
Snap-of-a-finger workflow configuration and activation |
| **Flexible Scaling**                   | No upfront capacity planning, Flexible and elastic resource allocation                                                                   |
| **Optimized Cost**                     | No upfront costs – pay for what you use. Reduce own Infrastructure cost and optimized work force  
Eliminate the need for dedicated network links and satellite transponders |
| **Instant Global Reach**               | Instant availability, any size, any region in the world  
Any location with a good internet connection suffice to help you |
VN Cloud

Fully Managed Video Processing Service, from Source to Distribution

Any Live Source

Cloud Media Processing and Delivery

Workflows Managed by Synamedia as a Service
Customer Operated over VN Cloud Workflow Portal

Video Processing Managed Service

Encode  Package  DRM  Record  Statmux  Secure Transport  Protect

Consumed by Any Screen

Affiliates, Transmission and Direct to Consumer

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## VN Cloud Workflows

### Workflows

<table>
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<tr>
<th></th>
<th>Encode</th>
<th>Package DRM</th>
<th>Record</th>
<th>Mux Statmux</th>
<th>Scrambling</th>
<th>Reliable &amp; Secure Transport</th>
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### Consumption

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VN Cloud – PowerVu Next-Gen Media Distribution

Operations

PowerVu Management Console

Programmer

DCM Encoder

Connect

Encoder

Statmux

Encrypt

Secure Transport

Protect

Connect

Affiliate

Toronto

Costa Mesa

VN Cloud

Cloud Affiliate

MEG