Video Without Boundaries

Broadcast Quality HDTV Everywhere

The Challenge of TV Distribution Today

Sweeping technological change is underway in the cable TV industry. Television has become untethered and time-shifted; today's consumers want live and on-demand access not only in their living room, but on PCs, smartphones, and tablet devices as well. With greater mobility, viewers also want the freedom to watch television over any network, whether it is cable, fiber, DSL, Internet, Wi-Fi, or 3G/4G wireless. HD quality is the benchmark and providers need to deliver a high quality, consistent viewing experience regardless of player platform or network. The challenge of delivering broadcast quality video, however, remains ongoing.

Current cable services lack the versatility of the new IP-based Over-the-Top (OTT) entertainment and information services that consumers are clamoring for. And without improved and boundless distribution networks, cable providers can't reach new subscribers beyond their existing cable infrastructure. Competition from online IP video solutions is also on the rise, resulting in reduced market share and lost revenue opportunities. Taken together, these factors are driving the TV and online media industry towards converged cable TV and IP delivery for all video content.

The Current Environment

Today's present TV distribution architecture is based on largely robust yet inflexible satellite and cable technologies. Current implementations only support TVs with STBs, effectively leaving behind a growing base of mobile and software-based players. Providers also can't service new clients and expand into new markets beyond their geographically limited service area. IPTV solutions extend reach, but lack the unmanaged flexibility and lower cost structure of true OTT services.

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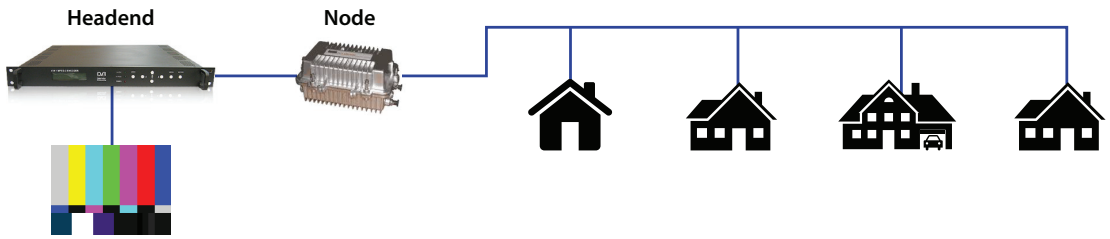
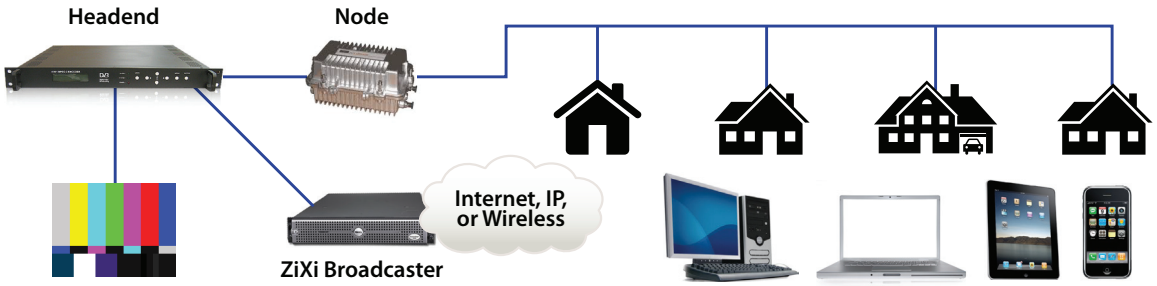
Current Cable Distribution



IP Innovation with ZiXi

Broadcast Video Over ZiXi Enabled IP Network



ZiXi's patented new multimedia transport protocol reliably handles HD video over any IP network, making it feasible to use the public Internet to deliver a whole new class of broadcast TV services. Supporting video resolutions up to 1080p/60, our advanced technology eliminates stubborn transmission problems like packet loss, network errors, variable latency, and jitter.

The results of our five-year development effort are stunning. Guaranteed near-zero packet loss with low sub-second latency, low startup delay, and low transmission overhead. The ability to run reliably, day after day, over any type of IP network…including wireless. Dynamic adjustment to changing network conditions without any intervention. And optional 256-bit AES encryption for those with a need for secure video.

Built to broadcast-quality standards of performance and reliability, the ZiXi Cast broadcaster, ZiXi Client, and ZiXi Cloud service are easily integrated into existing cable infrastructures. To handle real-time monitoring, service provisioning, capacity planning, and billing, a complete set of management tools is also available. Customers in the US, Europe, and Asia can select ZiXi Cast Premium in the Cloud, a global service offering outstanding redundancy, scalability, and performance.

Conclusion

With widespread demand from consumers, video is rapidly moving towards an anytime, anywhere delivery model. ZiXi delivers reliable, broadcast quality HDTV in an unmanaged network, even over the public Internet, that can converge easily with the existing Cable infrastructure with no changes to content formats and workflow. For the vast majority of cable providers, supplementing their Cable TV service with a broadcast quality IP distribution model is highly strategic for both technical and economic reasons. Cable TV without boundaries would introduce compelling new services that attract more viewers and increase revenues.

ZiXi is the global leader in advanced IP video distribution solutions. As an enabling technology, we help cable TV providers reach new devices, new customers, and new markets, now.