

Pleada

System

KEY FEATURES

- Centralized Subscriber Management, Authentication and Billing
- High Quality Video Content with Low Bandwidth Requirements
- Dynamic Media Distribution and Load Balancing
- Distributed Media Processing
- Unlimited Service Scalability
- Multicast and Unicast Media Streaming
- Centralized Management of Content, Channels and Advertising

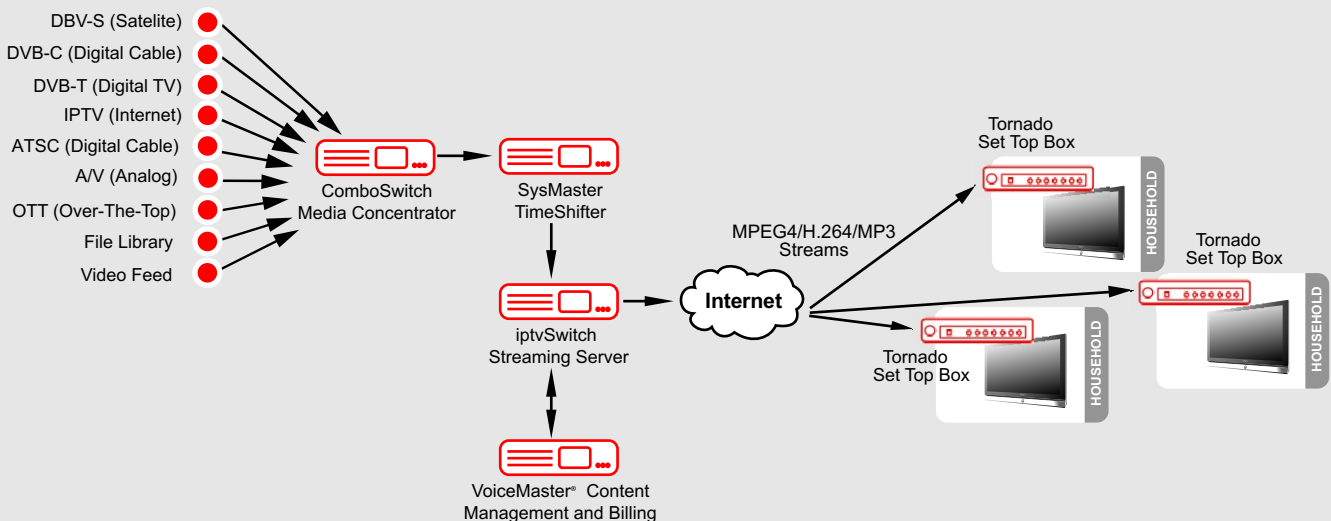
System Overview

Pleada is an integrated system for real-time distribution of video, voice and data content directly to the TV sets of end-users. It features centralized user authentication, distributed media processing, and dynamic media distribution. The system supports advanced MPEG4 and H.264 compression and can deliver content via Multicast or Unicast streaming. All system components are designed to interoperate seamlessly with each other, which speeds up system deployment and significantly reduces integration costs at the service provider level.

SYSTEM COMPONENTS

- **VoiceMaster® Content Management and Billing**, a robust IPTV billing server which enables service providers to effectively manage and bill for multiple content objects, including video, voice and data.
- **iptvSwitch Streaming Server**, a universal video and audio streaming server that distributes compressed content over IP networks via Unicast or Multicast streaming.
- **comboSwitch Media Concentrator**, a robust headend audio/video encoder, designed for implementations in IPTV, Video-on-Demand, Pay-per-View, and Audio-on-Demand infrastructure.
- **Tornado Digital Media Center**, an advanced IPTV set top box that delivers streaming audio, video, and data directly to consumers' TV sets.

PLEADA SYSTEM ARCHITECTURE



Pleada System

Centralized Subscriber Management, Authentication and Billing

Pleada System offers centralized management, authentication and billing of subscribers. It offers a web based CRM interface where subscribers can sign-up for service, view their bills, make payments and manage their accounts. Whenever a subscriber requests content, the VoiceMaster® Content Management and Billing server authenticates that subscriber and bills his/her account based on the selected service plan.

High Quality Video Content with Low Bandwidth Requirements

Pleada System supports advanced video compression standards, such as MPEG4 and H.264, to allow the delivery of high-quality video content with low bandwidth requirements. Typical bandwidth requirement is less than 1 Mbps per channel. This low bandwidth footprint allows easy system implementation in any broadband environment.

Dynamic Media Distribution and Load Balancing

Pleada System supports dynamic media distribution and load balancing. If one iptvSwitch Streaming server reaches the limit of its subscriber connections, the system will shift traffic to alternative servers to allow transparent flow management and load balancing.

Distributed Media Processing

Pleada System supports distributed media processing, where each component has its own role and load management functions. For example, the system encodes media files in MPEG4 or H.264 formats and then broadcasts them to all iptvSwitch Streaming servers for redistribution to end-users. Whenever possible, the system distributes and balances the load to different servers.

Unlimited Service Scalability

Pleada System supports unlimited service scalability. More subscribers can be supported by adding more iptvSwitch Streaming servers; more channels can be offered by adding more comboSwitch Media Concentrators. If the system is implemented in a LAN environment, it can support virtually unlimited number of subscribers by broadcasting media content via Multicast streaming.

Multicast and Unicast Media Streaming

Pleada System supports multiple media streaming methods. Unicast streaming is used in distributed environment where clients connect to the iptvSwitch Streaming server via HTTP/TCP or UDP protocols to retrieve media content. Multicast streaming is used in LAN environments, where subscribers receive media content via Multicast broadcasts.

Centralized Management of Content, Channels and Advertising

Pleada System offers centralized management of audio/video content and advertising. System administrators can manage media objects, content channels and dynamic advertising inserts via a browser-based GUI console. The system supports both sequential and scheduled programming with direct advertising inserts.

100+ Over-The-Top (OTT) and Free-To-Air (FTA) Channel Support *

The server includes over 100 built-in OTT and FTA channels that allow service jump-start with a large number of pre-defined channels. In addition, the OTT channels do not require bandwidth support because the STB devices will access them directly without connecting to the Streaming server. OTT and FTA channels are great IPTV service complement that provides better channel variety and selection.



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