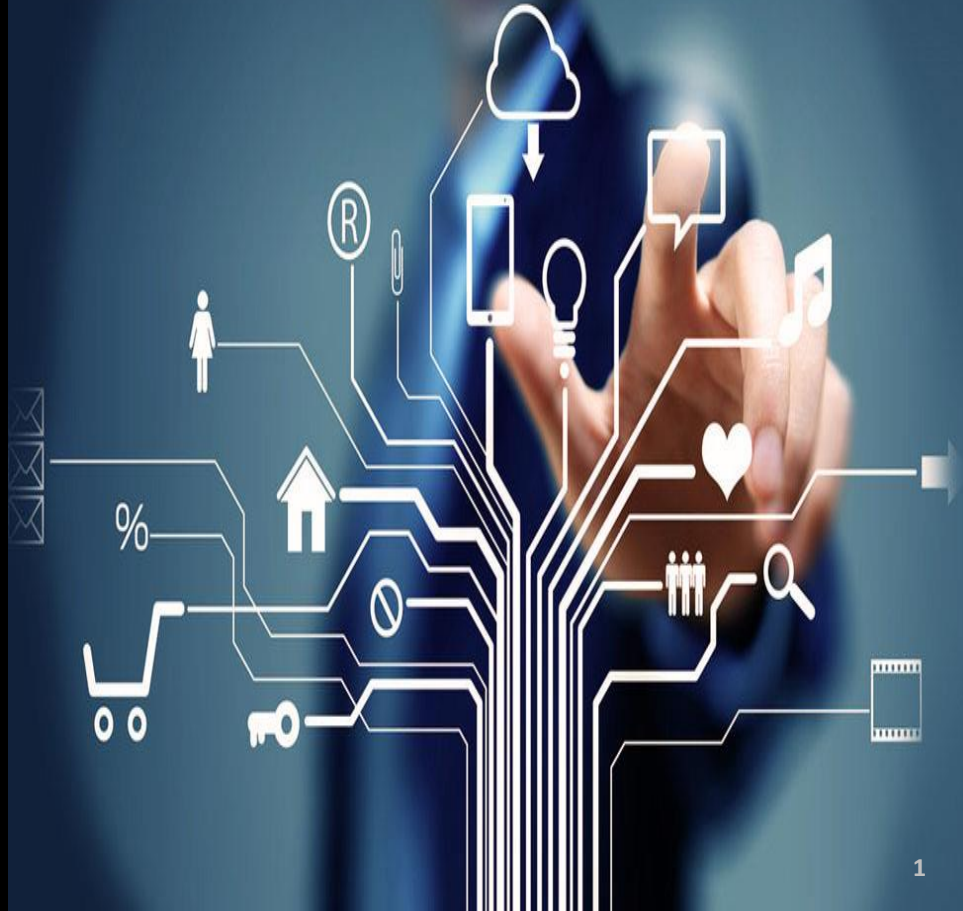


PERCEPTION™ NEW WAVE

- A revolutionary next generation unified **SUPER APP PLATFORM: OTT IPTV & SOCIAL MEDIA & GAMES & COMS & E-COMMERCE & MORE**
- Combining OTT TV with **Instant Messaging** and **Social Media** functionality
- In a single user-friendly app covering **smart TVs, desktop and mobile** devices
- Including **Lauchpad** module for 3rd party app hosting



VISION

NewWave TV is a multi-play marketplace TVCDN private cloud service providing the most advanced OTT IPTV user experience. A next generation unified platform for any type of streaming: **Egaming, Live TV, VOD & Social Media**

PERCEPTION TVCDN™ IS THE MOST COMPLETE, PROVEN AND MODERN UNIFIED TVCDN TECH STACK

A MULTICHANNEL
SUBSCRIPTION INTERNET TV TO
COMPETE WITH CABLE & DTH

FREE TO VIEW INTERNET TV
SERVICE TO COMPETE WITH
YOUTUBE, PLUTO, TWITCH..

SVOD & PPV SERVICE TO
COMPETE WITH NETFLIX,
PRIME VIDEO..

SUPPORTING ANY TYPE OF LIVE AND VOD CONTENT INCLUDING USER GENERATED

PROVIDING THE MOST ADVANCED CLICK TO ACTION INTEGRATED TV COMMERCE

SUBSCRIPTION REVENUES

ADVERTISING REVENUES

TV COMMERCE REVENUES

PRIVATE INFRASTRUCTURE

FEATURES

Runs on **dedicated software & hardware** (wholly-owned servers and routers)

Delivers content **across public internet** **OR via co-located CDN edge servers** located inside ISP or telco WAN networks

User **apps via public app stores** (Apple, Google, Amazon, LG, Samsung) **AND via private independent app store**, including HTML5 apps running in browser

Secure **dispersed mesh TVCDN architecture** with replicated master /edge CDN nodes across 6 continents

BENEFITS

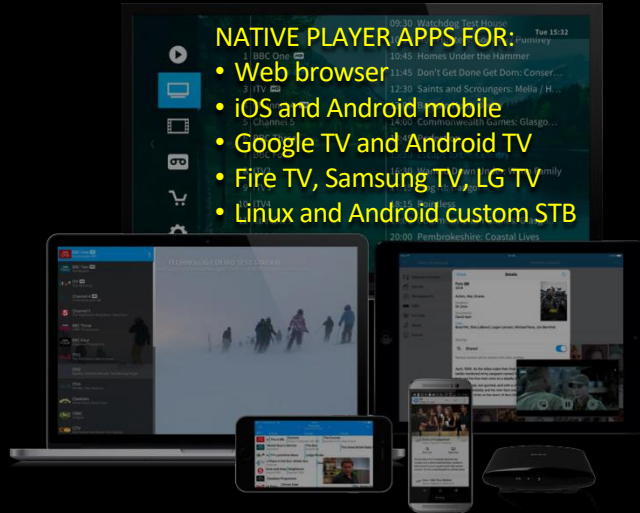
COST - Much less expensive than utilising public CDN services

SIMPLICITY - Private TVCDN is fully unified with the feature sets for **IPTV + instant messaging + blog posting + TV commerce**, providing a singular service delivery platform

SECURITY - Services running on private CDN not reliant on 3rd party cloud service providers

INDEPENDENCE - Services not subject to commercial decisions of 3rd parties

OTT IPTV WITH USER MESSAGING



IPTV AND OTT TV

- Live linear TV delivery with fully interactive EPG
- Rewind live with video preview
- Fully automated 7 day catch-up Cloud DVR
- Video on Demand plus Linear TV Channels network PVR
- Automated TV channel playout and EPG generator
- Targeted Video advertising
- Multicast and unicast delivery supported
- Subscriber management and billing
- Multi screen user apps with all main platforms supported

INSTANT MESSAGING

- Uses industry standard encrypted XMPP protocol
- Private IM platform with support for group chats and calls
 - Text, picture and video sharing
 - Integrated with TV services for in picture chat
- Messaging over live or pre-defined point in timeline



SOCIAL MEDIA WITH TV-COMMERCE

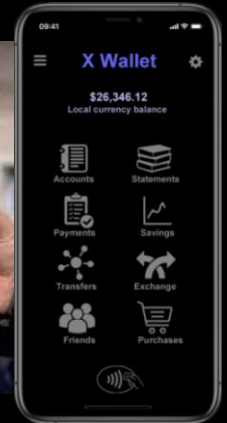


NEXT GENERATION SOCIAL MEDIA

- OTT TV with embedded social media advanced feature set is next gen viral platform
- Legacy social media platforms are expanding into TV with very simplistic approach and very limited TV functionality
- Perception TVCDN™ is expanding into social media arena by joining Fediverse federated private social multi-network project; solution includes custom integration of Mastodon, a fast-growing Twitter-like platform; also Friendica, a Facebook-style platform is fully supported.

ADVANCED E-COMMERCE

- Shoppable CTA video (contextual on-screen 'call-to-action' adverts translating into e-commerce) is a huge new revenue opportunity
 - Perception Universal Wallet enables one-click purchase
 - Any payment method architecture, fiat and digital cash
 - Ultra modern architecture with SQL and DLT database support
- **Social commerce continues to grow. In 2022, social commerce was one of the biggest social media trends. Sales blasted past \$350 billion in China alone. American and European marketers are also ready to take advantage of a new way to make money directly on social.**



USE CASES

CONTENT OWNERS

- Regional and global **OTT IPTV service** operators
- **Social media** community platform operators
- **Hotel TV** and **in-flight entertainment** operators
- Large mass **market brands** and **retailers**
- **Vertical communities** and **education**:
 - Ethnic, linguistic or gated community groups
 - Megachurch congregations
 - Political party memberships
 - Corporations, governments and NGOs
 - Trade unions

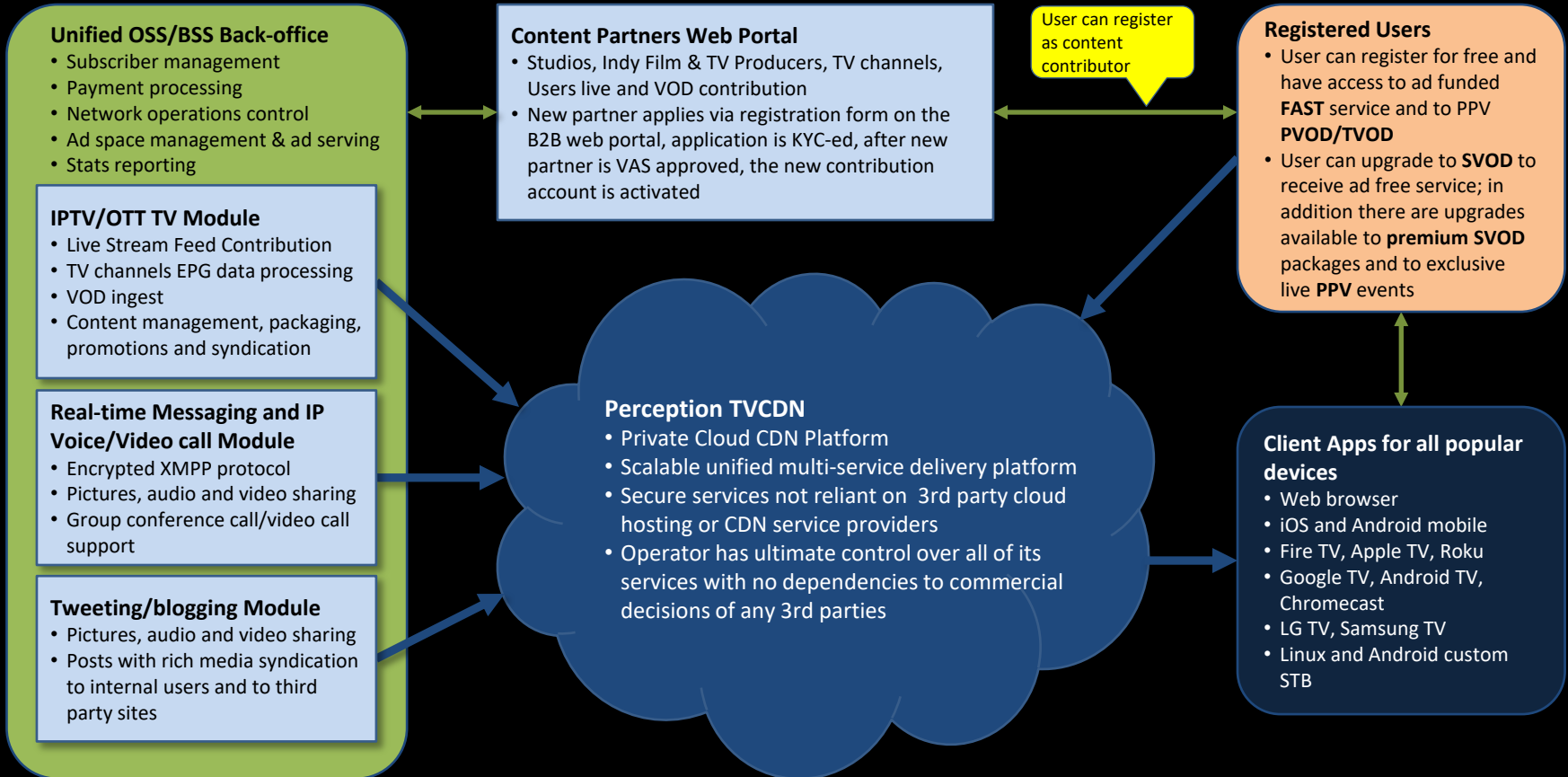
NETWORK OWNERS

Software **Infrastructure upgrade** for:

- **Fibre operators** or **MVNOs** expanding into multi-play telco or OTT social media service arena
- **ISPs** looking to become multi-play operators
- **Cable** companies migrating to IP delivery



PERCEPTION NewWave™ CORE MODULES



Perception TVCDN™ Unified Platform Architecture Block Schematic



JOIN US AS A CONTENT PARTNER

Flexible Monetisation

For each content title item, the content contributing partner can choose to earn royalties based on:

- Streamed Total Time (minutes per month),
- Streamed Total Transit (GB per month),
- PPV Revenue Share (VOD rentals and purchases per month),
- Subscriptions Revenue Share (SVOD and Channels per month),
- Ad impressions (AVOD and FAST CPM sales per month),
- or any combination of above options.

Direct and Syndicated Reach

Content titles and channels published via Perception TVCDN platform can also be available through smart syndication to 3rd party social media and telco IPTV platforms for delivery to any region as per given content licence permissions. Perception platform is supporting delivery to all popular devices — Fire TV, phones, tablets, Smart TVs and Web browsers.

Comprehensive Analytical Reporting

With performance metrics such as minutes streamed, number of subscribers, projected revenue and payment history, partner can control and optimise the way their content is offered and promoted to desired target users in any target region worldwide.



Perception.TV/Partners

KEY HIGH-VIEW TECH ADVANTAGE POINTS OF THE PERCEPTION NEWWAVE UNIFIED PLATFORM

PERCEPTION NEWWAVE TVCDN end-to-end cloud solution is all developed in-house; main USPs are:

- **Low latency with industry fastest play start** with most responsive VOD, Live TV and Live stream rewind preview;
- **First and only platform** with Live TV preview, Points of Interest with highlights Mark-in Auto Playlist, and with in-built linear TV Channel Payout;
- **Transcoding** – live and VOD ingest;
- **CDN MW** - with proprietary load balancing and storage algorithms;
- **Universal Streaming Server** - an Origin-Edge CDN POP Server with unique “Multirole Server Architecture” with support for: Live TV with EPG, VOD, Radio and Podcast streaming, plus Live Recording with live rewind, nPVR and “TV Channel Payout Automation with auto EPG” - a 7-in-1 CDN Server;
- **OVP MW** - with SMS, CMS, TV/E-commerce and Payment Processing;
- **Linux custom OS** - we have our own in-house compiled version of RedHat Enterprise/Centos Linux which powers our servers all being linked via proprietary real time control protocol (“Perception Multicast Mesh Grid”);
- **Launcher** - which runs our own version of embedded “universal web browser” which works on mobile, STB and smart TV devices (our Launcher API covers also TV remote functionalities so that embedded 3rd party apps can work on smart TV via TV remote);
- **OTT IPTV Apps** – suit of 12 apps, all developed in-house (all apps are coded as device native apps);
- **Platform Software Environment** - utilising the latest computer languages and development frameworks;
- **Capex/Opex efficiency** – industry’s best per user cost ration.

Perception cloud infrastructure, technology and services partners are global market leaders in their field:

- **Google** - for targeted ad serving;
- **Httpool (Aleph Group)** - for ad sales;
- **Stripe and Boku** - for payment processing;
- **Infobip** - for coms, push marketing and engagement analytics;
- **Mastodon** - for user messaging;
- **Axinom** - for Multi-DRM;
- **ThinkAnalytics** - for AI recommendations;
- **Supermicro, HP, NVIDIA and Cisco** - for CDN infrastructure hardware;
- **HE and Lumen** - for tier-1 internet transit.



ABOUT US

Perception TVCDN™ is a mature proven enterprise grade telco IPTV/OTT/CDN platform which has been in commercial use from 2005.

Perception Group Inc., via regional JV partnerships, provides out of the box turn-key solution based on 100% private technical infrastructure (hardware and software) on which your internet TV, e-commerce, communications & social media services can run successfully, securely and cost-effectively.

For further information or to schedule a call, please contact: info@perception.tv



PERCEPTION™
the TVCDN