

# PERCEPTION™

tomorrow's tv... today



Turnkey



Streaming Servers



Middleware



Catch up TV



Cloud PVR



PPV+SVOD



Multiscreen Apps



DRM



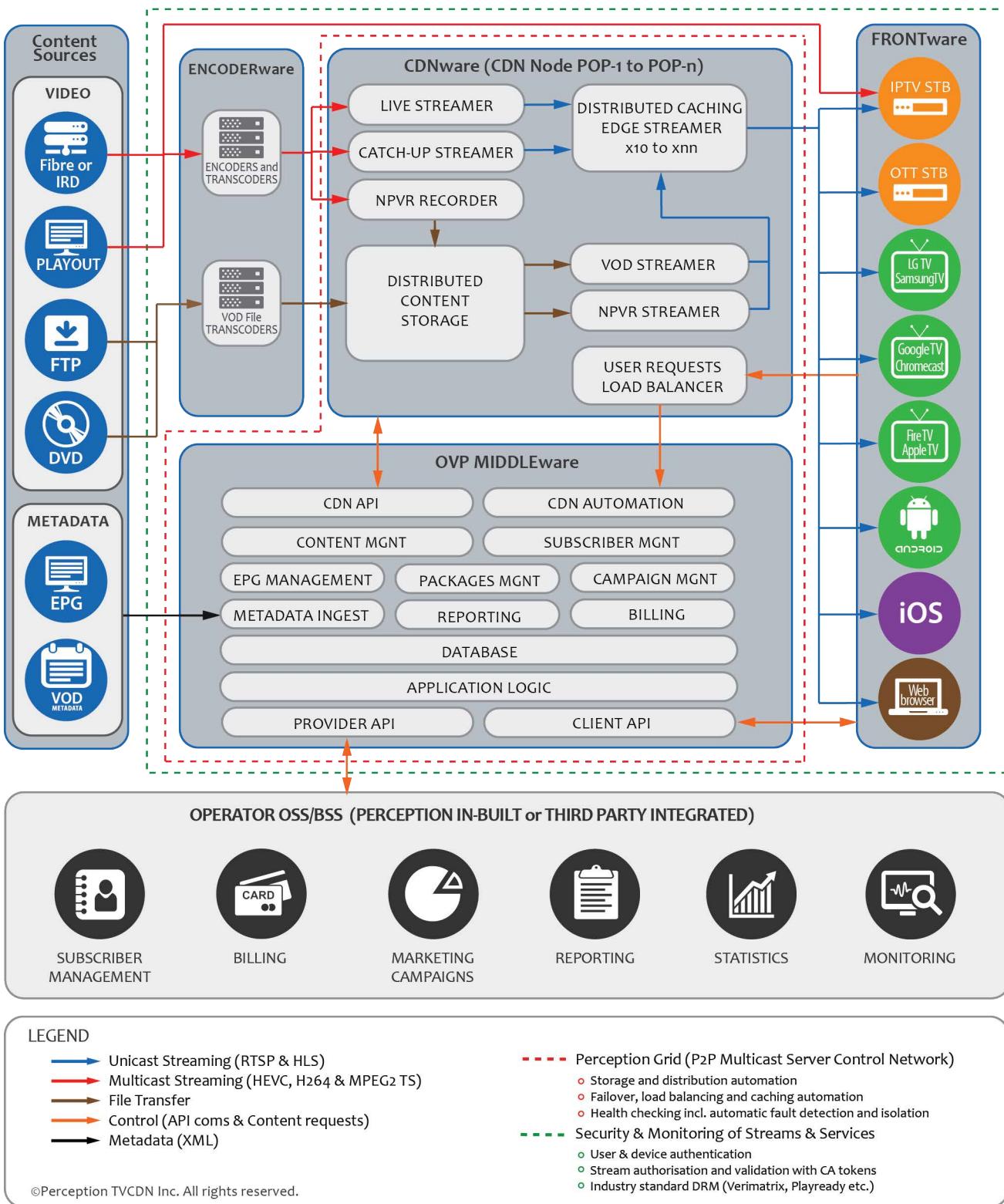
Perception® is the first complete online video platform unifying all required system building blocks for operators that require commercially flexible and rapidly deployable solution.

Perception was designed from ground-up to enable simple out of the box deployments which can be easily scaled up for global reach. Solution includes CDN Middleware with Streaming Servers and OTT/IPTV Middleware with Multiscreen Apps. The most advanced API with proprietary cloud based features was designed for easy inclusion of new services to enable operators achieving revenue streams beyond traditional PPV and subscription.

## The most complete industry solution on the market

Perception integrates the four key pillars of TV viewing: Live TV, Catch-up TV, VoD and cloud based PVR. This unique platform provides the most complete out-of-the-box solution, available as a managed service or licensed platform. From the ingestion of content via multiple sources, through to a fully managed set of multiscreen device applications, Perception provides the complete platform including CDN middleware and streaming servers.

### PERCEPTION™ Platform Architecture



## Catch-up TV... like never before

Perception's competitive advantage lies in the automated provision of cloud based catch-up TV where viewers can move seamlessly from Live TV, backwards through the EPG for 3, 5, 7 days or more to any programme previously broadcast with sub-second latency.

- ▶ Perception provides a true time shifting environment automatically. No more is there a need to produce separate VoD assets as Perception auto generates catch-up TV on the fly from the live stream.
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## Middleware... and so much more

From source to end user device, Perception manages the whole process enabling total control as well as reducing cost enormously. Perceptions middleware is fully integrated with proprietary video streaming, storage and load balancing applications, delivering one of the most sophisticated unified CDN/OTT/IPTV platforms in the world.

- ▶ Add this to multiple provider and client APIs which have been written to support the white label requirements of the platform, Perceptions flexibility and functionality becomes truly unmatchable. Now over 6 years in operation, the core platform is very well established with a version history already at version 4.6.0.
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## Regionalisation... support multiple brands

Perception supports the management of multiple regions. This provides not only the ability to offer segmented backend services but also supports the ability to present different content, billing triggers and branded user interfaces to segmented user groups.

- ▶ Typically a large organisation that requires different propositions in different regions would greatly benefit from this feature. Also regionalisation can support multiple third party businesses on a single instance of Perception, gaining benefit from shared elements of the platform such as streaming, storage, VoD delivery etc.
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## Smart CDN... low latency and big features

Perception uniquely operates a superfast proprietary multicast grid protocol. Platform benefits include improved operational performance of the core platform. Each server on the grid is operationally self-aware and able to communicate with any other grid server. Should a server become faulty, it can inform the control grid instantly while offloading its responsibilities to another server, take itself offline automatically and being ready for service maintenance.

- ▶ End user benefits include streaming start times reduced to milliseconds from the point a user requests a stream to play, offering a performance the user would not normally expect from a streaming service.

## Record breaking deployment speed and simplicity of operation

Perception's comprehensive features give total control to operators, enabling better subscriber management, including upsell and churn reduction marketing tools. The Perception implementation process is seamless and can be rapidly deployed and scaled. The Perception expert engineering team can assist with:

- Project planning • CPE advice and procurement
- App customisation and integration • Deployment • Content licensing
- Training and certification • Pre-launch user trials • Service launch

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**KVH**<sup>®</sup> KVH Industries is a leading provider of in-motion satellite TV and communications systems, having designed, manufactured, and sold more than 175,000 mobile satellite antennas for applications on vessels, vehicles, and aircraft. KVH is also a leading news, music, and entertainment content provider to many industries including maritime, retail, and leisure.



"We are proud to offer this service that will strengthen mariners' ties with home and family, contributing to crew welfare. The combination of Perception™ with our multicast technology is offering something relevant and unique to crews around the world."

Jim Dodez, KVH Senior Vice-President for marketing and strategic planning



T-2 is the second largest telecommunications provider in Slovenia, offering VDSL, FTTH, VoIP, 3G and IPTV connectivity to physical and business residents. T-2 operates its own network infrastructure throughout Slovenia and was the first ISP to offer VDSL and over own FTTH network Triple play services.



"Using Perception from Vision247, our customers can watch television when, where and how they want, with innovative, eye catching features and immense choice. Perception is there every step of the way, giving the scale needed and an expanding feature set to ensure that T-2's services stand out as the best in a highly competitive market."

Sašo Todorović, CEO, T-2

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For a live OTT demo and a detailed appraisal of the Perception platform please contact:



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QM SI 1 33 169 09  
[www.ecomcert.org](http://www.ecomcert.org)