

## PC Layout Home page

Home page Example is shown below and I am open to other designs. Note 1. Tag Line does not show until an element is lit up as described below. 2. Below are 3 images and then text boxes that when clicked go to pages for that box. The blue line image was not the image I want to use only an image to give concept of the light dot moving along the blue line and the element details being displayed in the tag line. Also the purple lines going to the small mobile phones is to provide an idea on the type of image to use to convey connecting to multiple devices such as phones and tablets

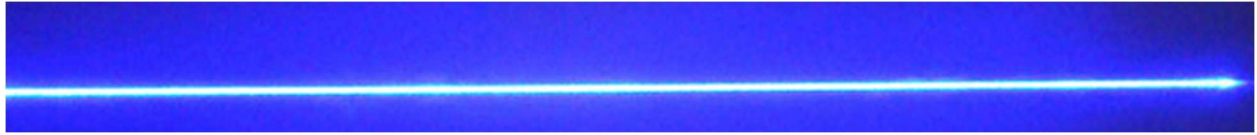
[Products](#) [Resources](#) [Contact](#)



*Tag line here*

### OTT IPTV DVB COMPLETE SOLUTION

| Ingest<br>Transcoding  | Middleware   | Subscriber<br>Management   | Security   | Streaming  | Ads  | Apps  |
|--|--|--|--|--|--|---|
| <br>H.265 HEVC<br>H.264 AVC<br>8K ULTIMAHD<br>4K ULTIMAHD<br>EPG Guide CMS<br>Catchup TV VOD | Billing Packages Payment<br>Approved CAS<br>1,000,000+ Streams<br>Edge Caches  | Targeted Region Genre Networks<br>Mobile, Tabs, TVs STBS   | <br>MSO Scale<br>Cloud option<br>Nationwide Distribution<br>Individual lineups<br>Shared infrastructure | <br>High Capacity Streaming<br>Edge Cache<br>Cloud managed<br>No 3rd party CDN needed | <br>Advertising<br>Targeted Advertising<br>Regional<br>Addressable ads<br>Ad analytics | <br>Subscriber<br>Management<br>System |
| <br>OTT / IPTV APPs<br>Live TV<br>Catchup TV<br>VOD<br>Recommendations                      | <br>CAS / DRM<br>Hollywood approved<br>Highly secure<br>CAS and DRM systems | <br>Transcoding<br>High Quality<br>High Density | <br>VOD<br>CDN<br>Content Ingest<br>Catchup TV  | <br>24/7 Monitoring<br>Video Inspection<br>Video Wall                                 |  |   |




Then after 3 seconds the Ingest Transcoding Element is highlighted with bright dot (images are example only to give concept and must be changed to be more attractive) The idea is that as the laser dot moves the element is highlighted and text is displayed below along with an element tag line. There is also response concept but if you have a better way of doing mobile layout I would be interested in knowing about it.



Each element has a Tag Line and text below as shown on next page

Website can have white or black background whichever will look more “High Technology”














Tag Line for Ingest Transcoding is “High Quality Transcoding” and text in above image







[Products](#)
[Resources](#)
[Contact](#)

## High Quality Transcoding

### OTT IPTV DVB COMPLETE SOLUTION

| Ingest Transcoding   | Middleware                            | Subscriber Management                  | Security   | Streaming   | Ads                                     | Apps  |
|--|---------------------------------------|--|--|---|---|---|
|  <div>         </div> | EPG Guide<br>CMS<br>Catchup TV<br>VOD | Billing<br>Packages<br>Payment gateway |  Approved<br>CAS<br>DRM | 1,000,000+ Streams<br>Edge Caches<br>OTT IPTV DVB | Targeted Region<br>Genre<br>Ad Networks | Mobile, Tabs, TVs STBS<br>   |

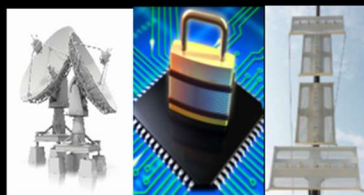
### High Quality High Density

### 150 channels in 1RU

### 24/7 Reliability Error Analysis



OTT / IPTV APPS  
Live TV  
Catchup TV  
VOD



MSO Scale  
Cloud option  
Nationwide Distribution  
Individual lineups



Advertising  
Targeted Advertising  
Regional  
Addressable ads

Responsive concept home page **MASTER LAYOUT** or **MASTER LIST**. I am not sure where you will show  
*Products, Resources, Contacts*



## OTT IPTV DVB COMPLETE SOLUTION

Ingest Transcoding

Middleware

Subscriber Management

Approved Security

Massive Streaming

Targeted Ads

Nationwide distribution

No CDN Needed

Great Apps

Mobile, Tabs,  
TVs STBS

OTT / IPTV APPs  
Live TV  
Catchup TV  
VOD  
Recommendations

MSO Scale  
Nationwide Distribution  
Cloud or on-premise  
Shared infrastructure  
Geo-management

Advertising  
Targeted Advertising  
Regional  
Addressable ads  
Ad analytics

Subscriber  
Management  
System

CAS / DRM  
Hollywood approved  
Highly secure  
CAS and DRM systems

High Capacity Streaming  
Edge Cache  
Cloud managed  
No 3<sup>rd</sup> party CDN needed

Transcoding  
High Quality  
High Density

Middleware  
VOD  
Catchup TV  
EPG / Content Ingest  
CDN Edge Cache

24/7 Monitoring  
Video Inspection  
Video Wall

Apps  
Android mobile/tabs  
Android STBs/TVs

## Highlighting elements

### Notes

This is giving example of each element such as "Ingest Transcoding" highlighting with details for the element – Transcoding is shown.

Note this layout is missing all the elements of the Master Layout above so use Master Layout with Nationwide Distribution and No CDN needed.

All text boxes as shown in Master Layout to be displayed.



# OTT IPTV DVB COMPLETE SOLUTION



## Ingest Transcoding

- Middleware
- Subscriber Management
- Approved Security
- Massive Streaming
- Targeted Ads

## Transcoding

- H.265 HEVC
- H.264 MPEG-4 AVC
- 8K ULTRAHD
- 1080p FULL HD
- 4K ULTRAHD
- AV1
- MPEG2
- VP9

High Quality  
High Density  
150 channels in 1RU  
24/7 Reliability  
Error Analysis

Mobile, Tabs,  
TVs STBS  
Great Apps

These text boxes are displayed below the line image as shown on Master layout

When a text box is clicked such as “Advertising, Targeted Ad...Ad Analytics a new page is opened for that text box. All text boxes will have the same template format without any animation, just static webpages with details to be supplied.

|  |  |
|--|--|
| OTT / IPTV APPs<br>Live TV<br>Catchup TV<br>VOD<br>Recommendations                 | MSO Scale<br>Nationwide Distribution<br>Cloud or on-premise<br>Shared infrastructure<br>Geo-management |
| Advertising<br>Targeted Advertising<br>Regional<br>Addressable ads<br>Ad analytics | Subscriber<br>Management<br>System   |
| CAS / DRM<br>Hollywood approved<br>Highly secure<br>CAS and DRM systems            | High Capacity Streaming<br>Edge Cache<br>Cloud managed<br>No 3 <sup>rd</sup> party CDN needed          |
| Transcoding<br>High Quality<br>High Density  | Middleware<br>VOD<br>Catchup TV<br>EPG / Content Ingest<br>CDN Edge Cache                              |
| 24/7 Monitoring<br>Video Inspection<br>Video Wall                                  | Apps<br>Android mobile/tabs<br>Android STBs/TVs<br>iOS   |



## OTT IPTV DVB COMPLETE SOLUTION



**Ingest Transcoding**

**Middleware**

**Subscriber Management**

**Approved Security**

**Massive Streaming**

**Targeted Ads**

**Middleware**

**Live TV**

**Program Guide**

**Video On Demand**

**Catchup TV**

**Cloud or on-premise**

**Recommendations**

**Series with seasons**

**Packages / Alacarte**

**Mobile, Tabs,  
TVs STBS  
Apps**

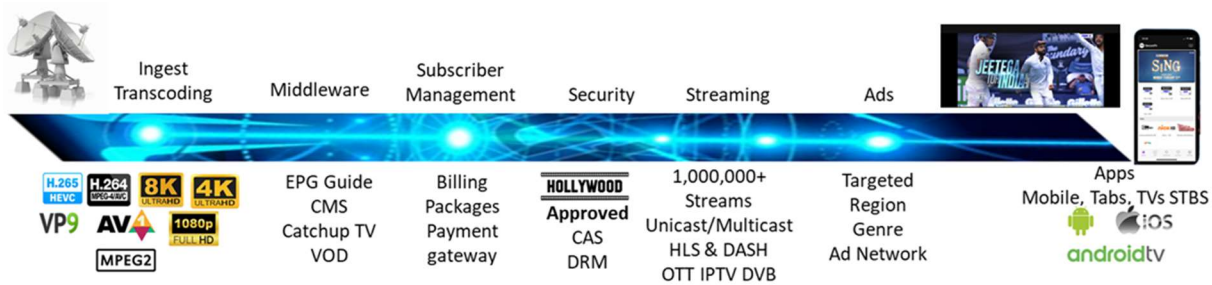


White background PC example



Products Resources Contact

## Complete IPTV OTT end-to-end System !



OTT / IPTV APPs  
Live TV  
Catchup TV  
VOD  
Recommendations



CAS / DRM  
Hollywood approved  
Highly secure  
CAS and DRM systems



Advertising  
Targeted Advertising  
Regional  
Addressable ads  
Ad analytics

MSO Scale  
Cloud option  
Nationwide Distribution

Edge Cache  
High capacity  
Cloud managed

Distributed Headends  
Centrally managed  
Individual lineups  
Shared infrastructure

Transcoding  
High Quality  
High Density

VOD  
CDN  
Content Ingest

Streaming  
High capacity  
Cloud managed

Subscriber  
Management  
System

SCALING

24/7 Monitoring  
Video Inspection  
Video Wall

USA HEAD OFFICE  
San Diego, California

Sales offices  
Dubai New Zealand India

If we decide to use black background, I like this color scheme but with more vibrant colors, or a color scheme you suggest.



Products listing will open the same pages as the blue buttons with details below.

#### Buttons

Example user clicks button below and page shown on next page is displayed. Same page is displayed when Product dropdown “Advertising” is selected.








When one of the buttons such as Advertising button is pressed a single page will open that has details for that button, such as *Targeted Ads* button being pressed and a details page will open similar to the one shown below.

There will be one page for each button.





## *Targeted Advertising*



**Targets users based on:**

-  **User viewing habits**
-  **User device type Android/iOS, phone, tablet, STB**
-  **Demographics, Age, Income, etc.**
-  **Geographic / Regional based Ads**
-  **VAST Ad Network support**

### **Advertiser Portal:**

-  **Each advertiser has own ad portal**
-  **Simple easy for advertiser to use**
-  **Video ads, "L" shaped ads, banner ads**
-  **Cloud or on premise ad system**

Worldwide Geo-Targeted ADs



Product drop down

Ingest / Transcoding

Middleware

Subscriber Management

Approved CAS/DRM Security

Massive Streaming

Advertising

Nationwide distribution

Edge Cache (no need for CDN)

Apps

When a product is selected from the dropdown a page will open like the *Targeted Advertising* page will be opened.

Resources will be a drop down and will open pages similar to the Product Drop down

Resources drop down

Movie Labs 4K Compliant CAS

Edge Cache Eliminates need for CDNs

Nationwide Distribution

## **Voice Payout**

Voice examples are in voice.zip file

On the home page and for each element highlighted there will be a voice file played for each highlight and the home page.

Homepage audio will play after website homepage is loaded the first time. The audio is in the file "homepage.mp3"

For each element being highlighted there will be voice played.

Example ingest-transcoding.mp3

Other voice files will be supplied with the following names:

Middleware.mp3

SubscriberManagement.mp3

CASDRM.mp3

Streaming.mp3

Advertising.mp3

Nationwide.mp3

Edge.mp3

Apps.mp3