A large, leafy tree is the central focus, split vertically down the middle. The left half of the tree is silhouetted against a dark, starry night sky with a large, bright full moon in the upper left corner. The right half of the tree is brightly lit against a clear blue sky with a bright sun in the upper right corner, creating a lens flare effect. The ground at the base of the tree is a vibrant green.

**Imagine you could improve how light exposure and varying bandwidth impacts billions of videos that are captured or viewed on connected devices everyday**





# SMART VIDEO

Patented how the human eye  
sends information to brain

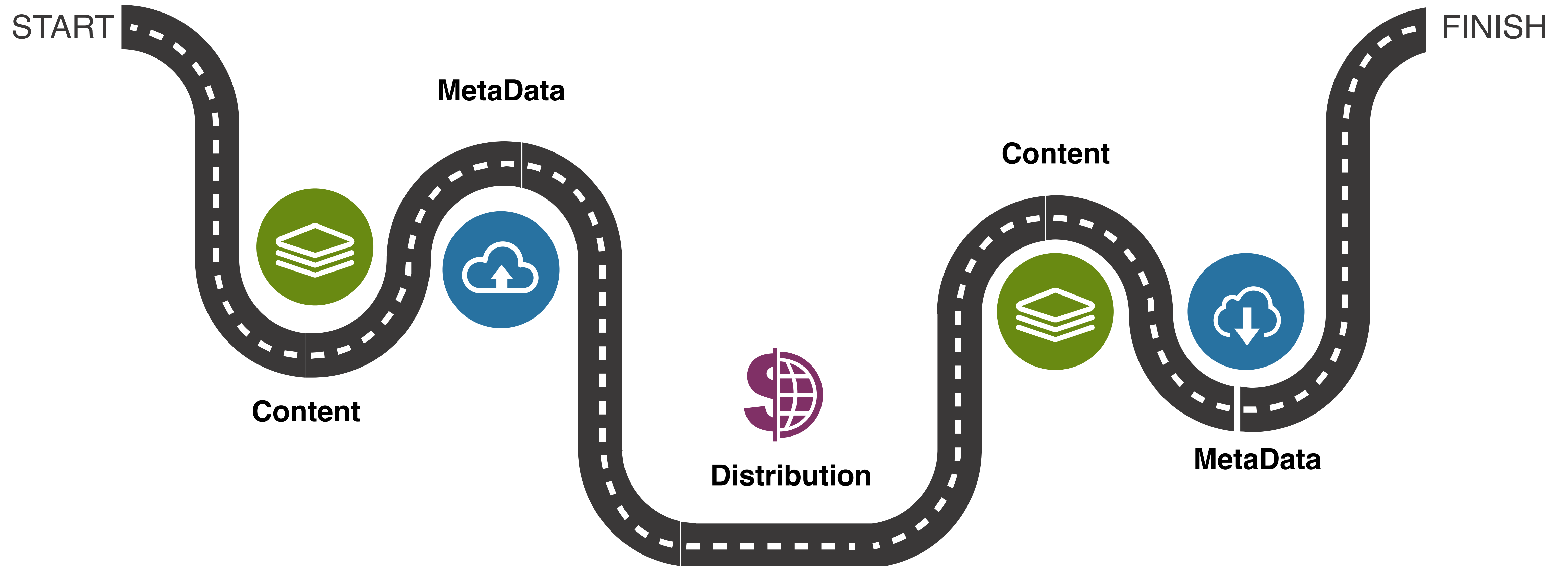
Improvements in perceiving  
more info in smaller space

— — — — —

Looks better

# The Process with Movies

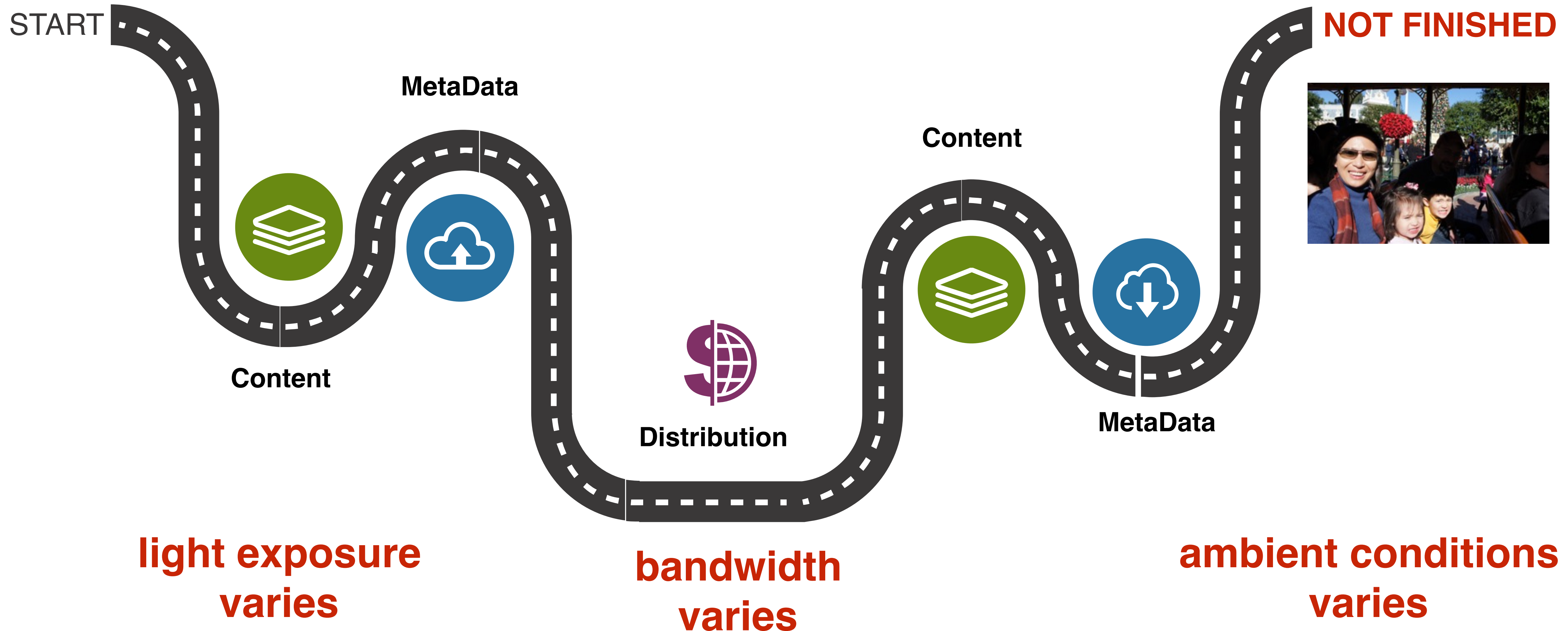
The film pipeline





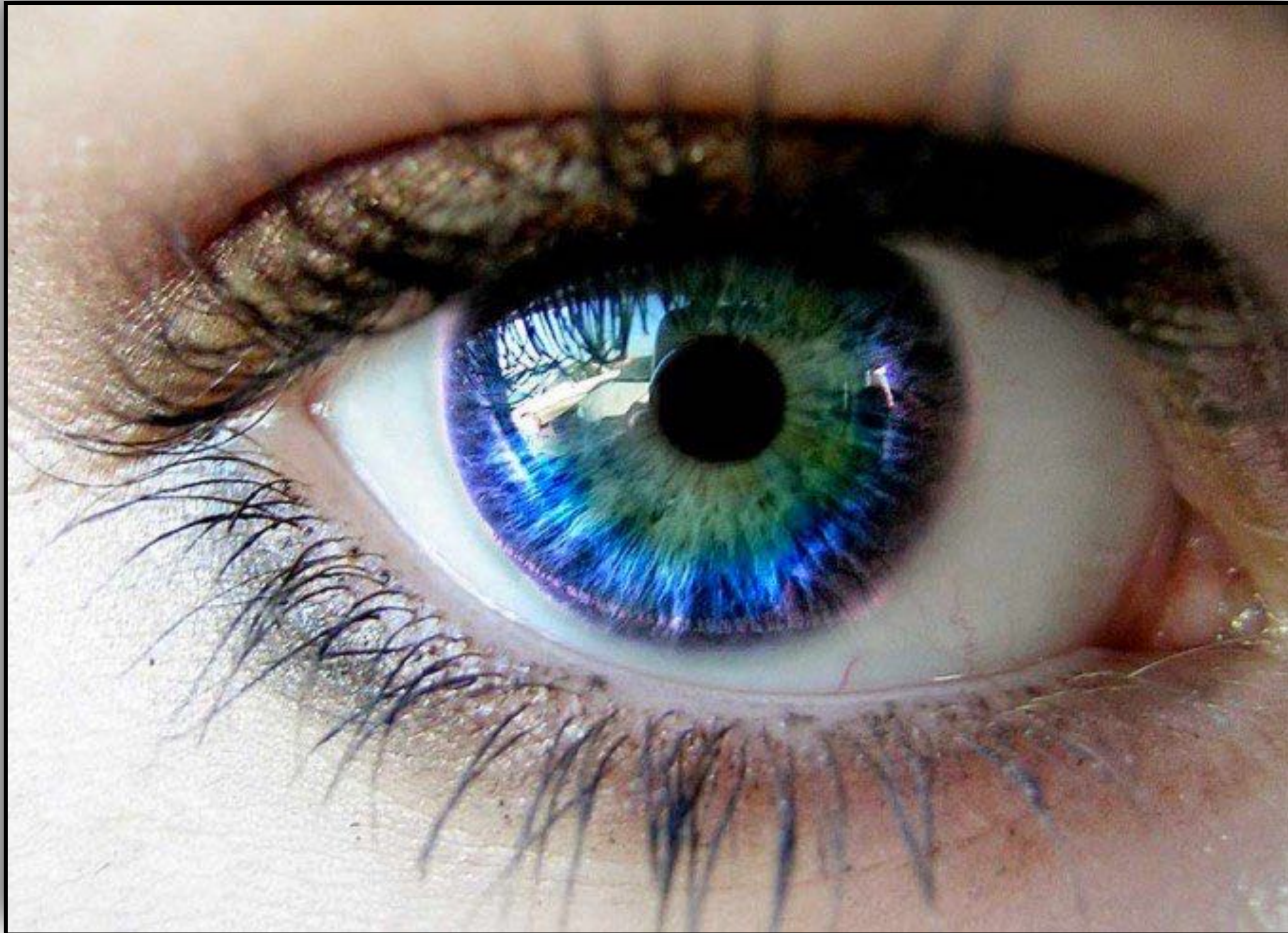
# The Process with Live and Mobility

Live and mobile content





# How Smart Video adapts to see more, anywhere & anytime



## “3 Bit Advantage”

Restores “luminance” information and adapts to ambient viewing conditions

Fits seamlessly into content distribution and/or display pipeline

Deliver the best possible picture for the lowest possible cost

Use 15%-35% less Bandwidth

\*Based on our patented discovery (US Patent 6901164) around how the eye adjusts and sends the constant change of light information to the brain

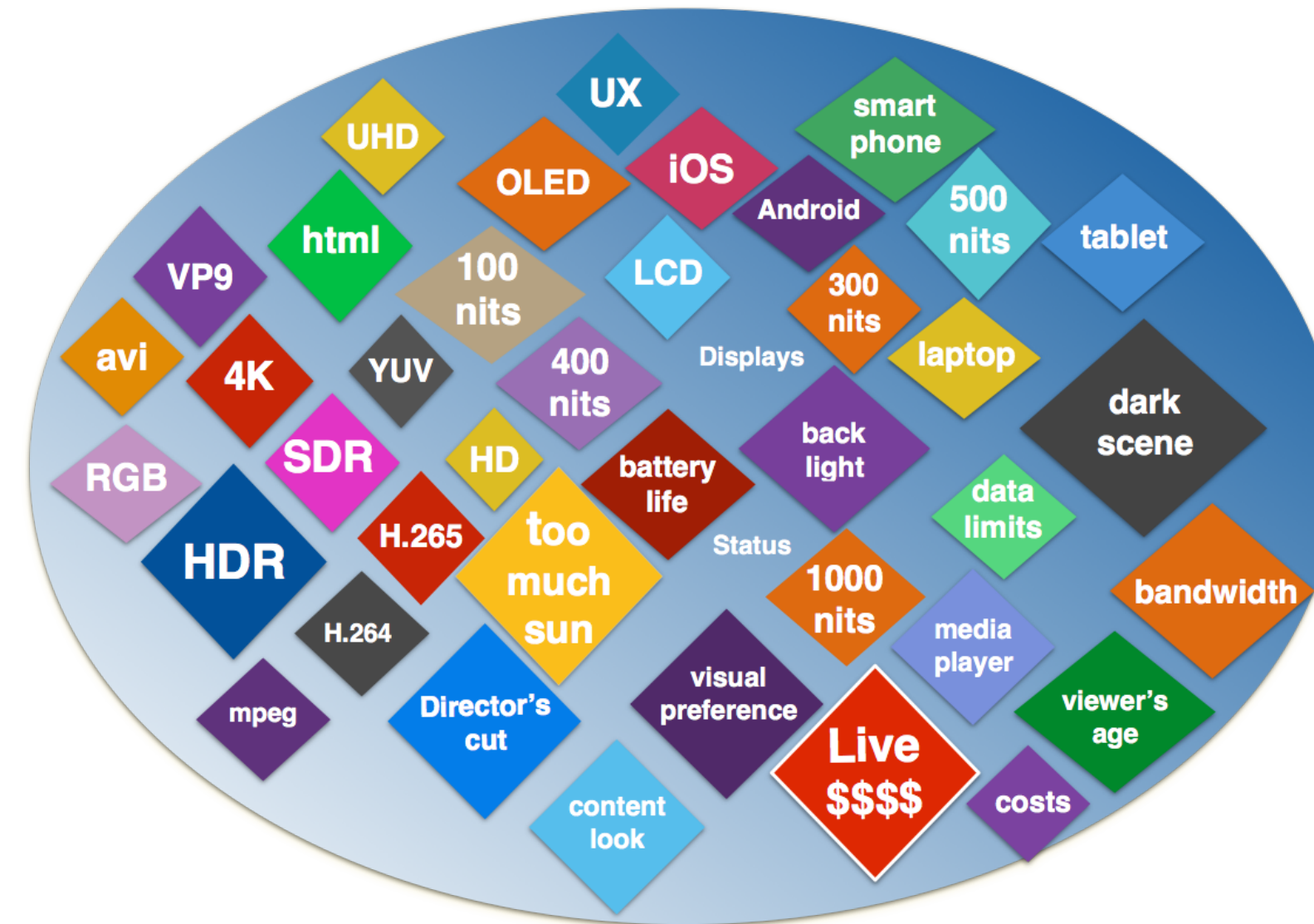


# Mobility impacts video capture and viewing experience

Live Streaming is exploding. 70% of video is viewed on connected devices.



video capture



dynamic mobile environment



video experience

## Elements that impact live content cost and video experience

Bandwidth, power, display, content source, variable light, ambient light and backlight





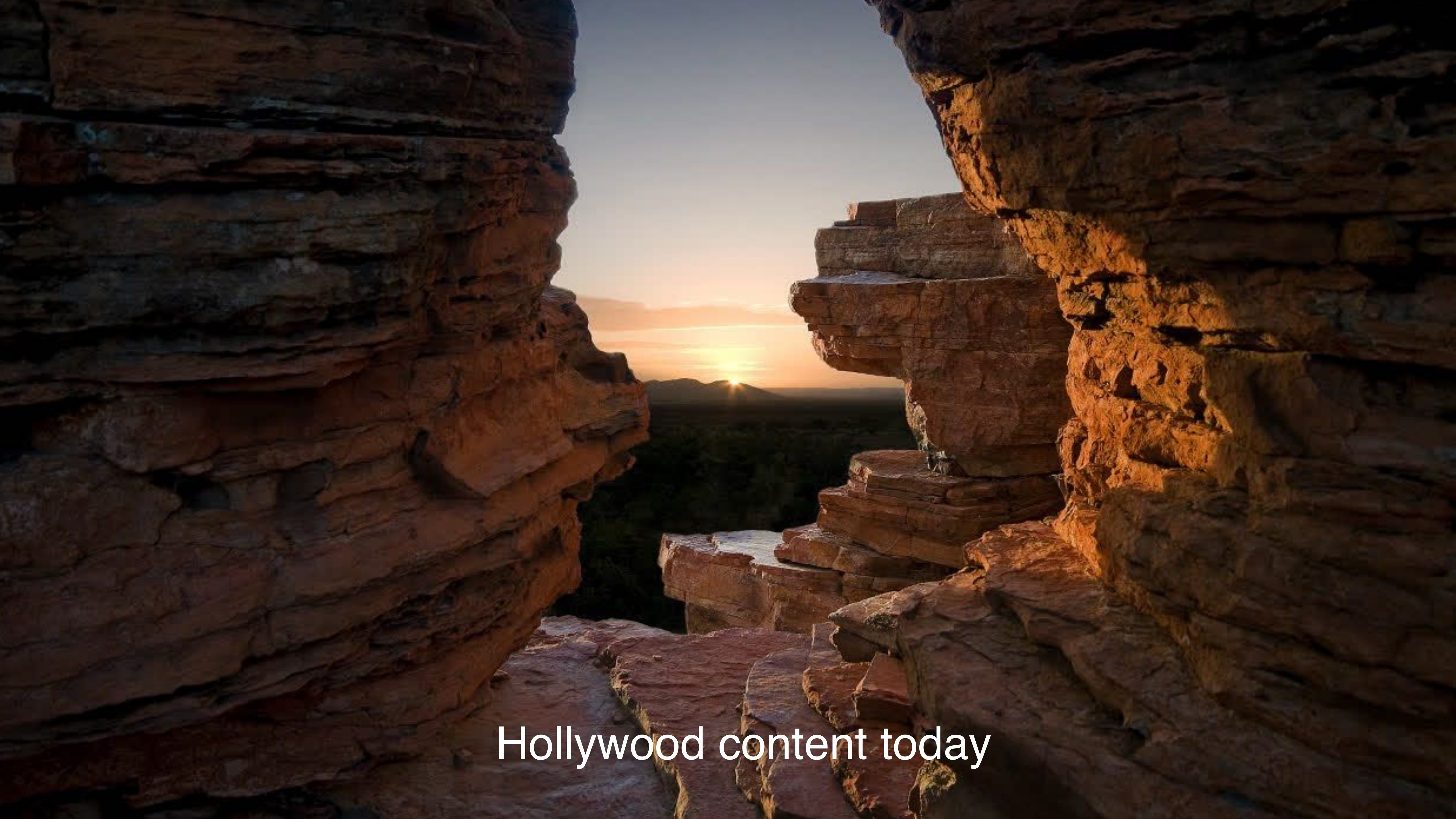
Live. Video Streaming. Driving Social Engagement.





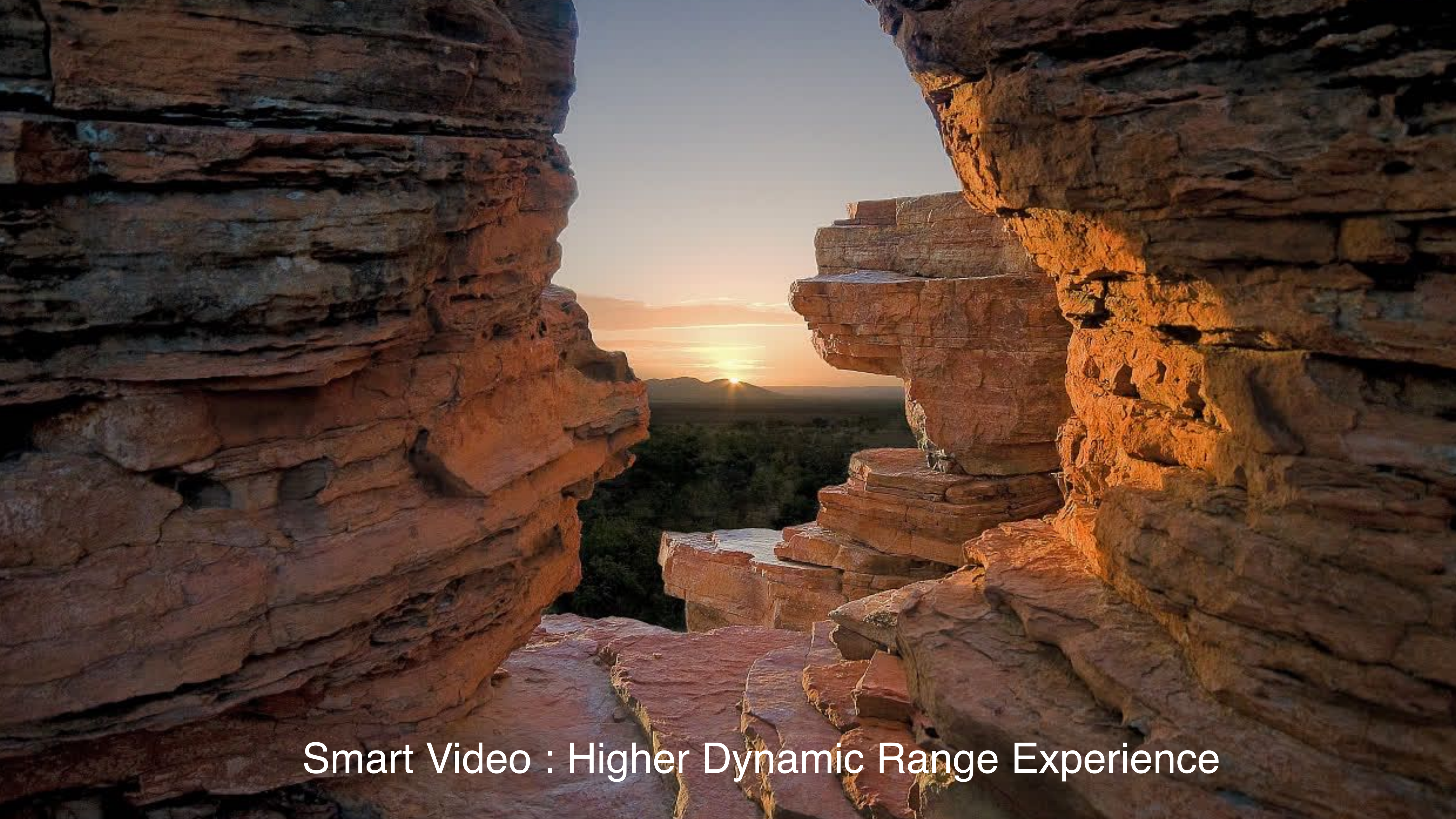
Smart Video : Better. Instantly. In challenging conditions





Hollywood content today





Smart Video : Higher Dynamic Range Experience



A man with dark hair, wearing a blue sweater, is smiling and looking towards the camera. He is in a dimly lit room with vibrant blue and red neon lights in the background. The ceiling has a grid pattern, and there are some blurred lights and structures in the background.

Live. FaceTime. Video Streaming.





Smart Video: Better, instantly in challenging dark conditions.



# Adaptive to Device Power Conditions

Original  
(backlight @ 80%)



Note these areas stay about the same (neither lighter or darker)

PowerWash  
(backlight @ 20%)



Note edge enhancement only in areas most critical to the eye



# Adaptive to Ambient Light

Original  
(backlight @  
80%)



SunScreen  
(Outside viewing  
backlight @ 80%)





# Smart : Best Possible Experience, Lower Cost

Downloadable into camera or display or media player or server

	Live Stream 360° : HD: AR: VR	Broadcast HDR: HD: 4K	Security Surveillance	Machine Vision Any device
DLM - 3 Bit Advantage	✓	✓	✓	✓
Noise Reduction	✓	✓	✓	✓
DeBanding	✓	✓	✓	✓
Reduced Bandwidth	✓	✓	✓	✓
Ambient Adaptive	✓	✓	✓	✓



# Smart Video

## Better video for smart devices

How can we help?  
[www.trusight.com](http://www.trusight.com)

