



Online video platform for VOD and Linear TV

Fully integrated end-to-end cloud video solution supporting wide range of mobile devices, smart TV and STB including devices with 4K H.265/HEVC playback support.

Easy way to protect, sell and deliver your content as VOD or live broadcasting to a wide range of end-user devices via Internet.

SotalCloud

Online video-platform for VOD and Linear TV



1. VOD

Full range of video on demand capabilities:

- sVOD (subscription)
- tVOD (transaction)
- aVOD (advertisement)
- Flexible rules for content sales including packaging, discounts, promo, bundling
- H.264 and HEVC

2. Live TV

Linear TV from any source – multicast or unicast

- HLS, RTMP, MPEG-DASH
- Multicast TS streams
- Support of subtitles
- Multiple soundtracks
- PVR/NPVR – personalized recording of TV content
- Catch-up – watch past programs (up to 1 month)
- CAS/DRM support
- H.264 and HEVC

3. Extended EPG

Program guide for all your TV channels

- XMLTV or DVB ingestion (multiple sources)
- Content enriching metadata
- One-touch recording
- Seamless Catch-up
- Multilingual
- Notifications
- Social content sharing (Twitter, FB, Google+)



STB
Android



Smartphone
iOS, Android



Tablet
iOS, Android



Smart TV
Samsung, LG

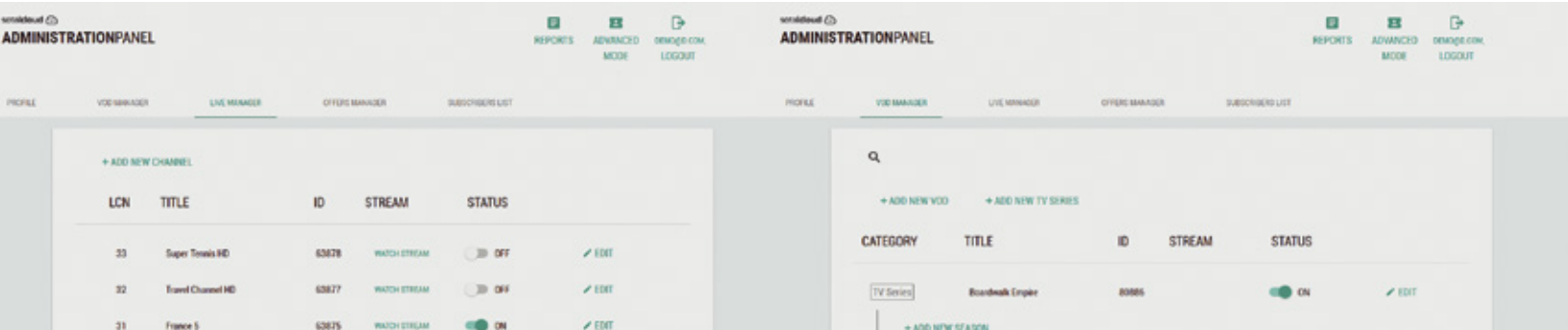


PC/Mac

4. Multiscreen

Watch your favorite content at any time on any device

- STB (H.264 and HEVC)
- iOS (iPhone, iPad, iPod Touch)
- Android (wide range of smartphones, tablets, 4.2+)
- SmartTV (Samsung, LG)
- PC/Mac (Browser based client – Chrome/IE11)



5. User Friendly Backend

- Easy to setup rules for subscribers activation, tariffs, payment
- Real-time activity monitoring
- Integration with external systems (IMDB, Google Analytics, etc.)
- Automated content ingestion (VOD, Live)



6. Payment

Easy ways to pay for end-users:

- Build-in or external billing
- Integration with payment gateways (Paypal, Wirecard)
- Subscription and transaction models
- Help-desk function

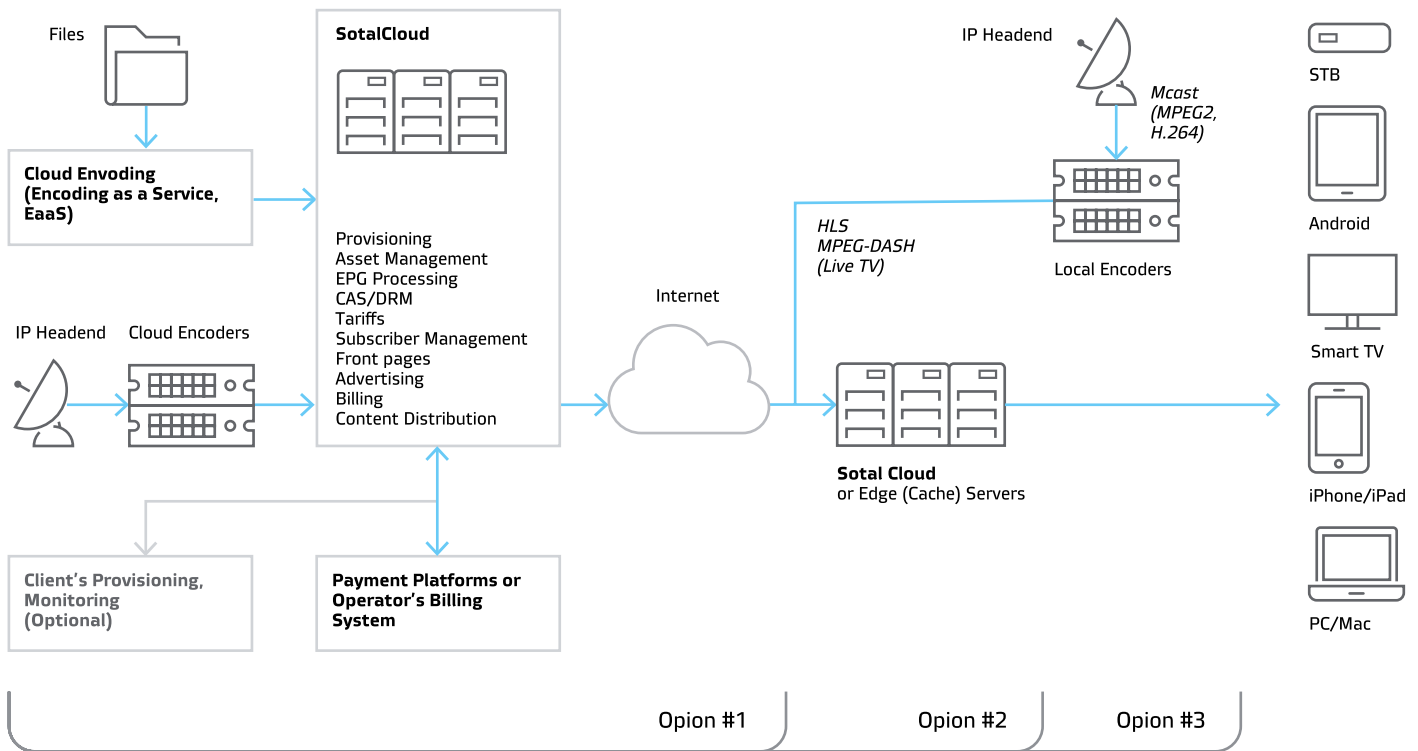
7. 100% Cloud

The platform is ready for use in a matter of minutes!

- Encoding for VOD and Live from the cloud
- Always on-line, fully resilient infrastructure
- Integration with leading CDNs
- Automated setup of private CDNs
- Transparent tariffs

Cloud Setup

SotalCloud offers flexible implementation options ranging from cost-optimized full cloud solution to private cloud option with deployment at the operator's network. The main concept is to start running service from the cloud and as it grows introduce various cost optimizations. There are many options possible. Here are three key ones:



Cloud service Option #1

Traffic is provided by SotalCloud DC (Level3) or through leading CDNs (Akamai, Level3, EdgeCast). Live and VOD encoding is provided as EaaS (Encoding as a service).

Private Cloud Option #2

In this scenario we offer you the option to setup SotalCloud as full-fledged local installation. Private Cloud made allows to gain full control over your OTT video project. This option can also be implemented as Edge (cache) servers to help localize most of Linear TV and VOD traffic inside operator's network.

Local Linear TV encoding Option #3

This is most complex scenario where encoders are installed on your network. It allows you to enable operations with minimal bandwidth requirements from local network to SotalCloud cloud platform.

SotalCloud key features

1. Fast and secure content publishing

Live and VOD content ingestion via file drop folders, ftp, http, hls, multicast, rtp, HD-SDI. Automated workflows simplify metadata preparation (for both live TV EPG listings and VOD catalogs). Monitoring of the processes is available at every stage with management tools or third party apps via APIs. Content is protected by CAS/DRM platforms like Google/Widevine DRM, Conax, Nagra, Verimatrix, Microsoft Playready.

2. Video delivery to every device

Wide range of adaptive streaming protocols (MPEG-DASH, HLS, RTMP, Smooth Streaming) allow continues streaming in IP networks (wired broadband, WiFi, cellular) without pauses or long re-buffering. Applications are ready to use out of the box, with minor branding modifications or integrations. Source code is provided for custom in-house development and customization.

3. Cloud video encoding

Highly efficient encoding cloud built on hardware-accelerated encoders offers real-time, multi-bitrate output of VOD and Live. No encoding queue due to load balancing and optimal resource utilization. Many pre-defined video profile templates as well as fine tuning of individual parameters (h.264 codec levels, bitrates, resolutions, GOP sizes, interlacing etc.).

4. Scalable backend platform

True cloud – core infrastructure is extensible according to load, geography and volumes. There are two main datacenters providing core functionality and direct CDN publishing. Remote edge video servers can be installed closer to end-users for low latency/price optimized content delivery. Clustered application servers and databases provide high level of service availability.

5. APIs for developers

Client applications available in source code for your own development and customization. Also hundreds of JSON/REST backend APIs are open for integration with your systems – provisioning, offer and tariff management, asset management, billing, authentication. Test API console with functions manual and sample calls are provided for quick learning. Statistics data of service use and subscriber behavior is available in xDRs or via APIs.

Professional Services

Your project deserves to shine and be successful. Simple, cloud activated video service may take a few hours to start while some highly customized solutions require months of hard work. We offer you professional service when and where needed to supplement your in-house expertise. We offer end-to-end project management, custom client application development (including UI design), integration to OSS/BSS systems, payment platforms, content encoding. In fact, we are capable of handling the major part of the project, allowing you to focus your resources on other key areas of your video project.



1. Plan project

→ Project plan, resource allocation, technical design, price estimation



2. Set up infrastructure

→ Video delivery infrastructure ready to cache or store content



3. Prepare content

→ Live and VOD content prepared for streaming to end-users



4. Customize apps

→ Customized and branded applications ready for publishing



5. Integrate with OSS/BSS

→ Authentication and provisioning interfaces fully integrated; tariffs, sales packages and subscriptions defined



6. Monitoring and support

→ Service is ready for delivery and under control, problems are solved in timely manner without service outage

Contacts

SotalCloud Inc.
120 Eglinton Ave East, Suite 800
Toronto, ON, Canada M4P 1E2
sales@sotalcloud.com
1-800-881-7880
www.sotalcloud.com

Russell Foy
CEO, SotalCloud Inc.
russell@sotalcloud.com
d +1-818-748-9259
m +1-416-627-6370