

MediaPlatform SmartPath

Live Video Delivery



MediaPlatform SmartPath gives enterprises the unique ability to live stream to virtually any end user, regardless of location or content distribution technology. SmartPath solves the challenges of video distribution by utilizing a rules-based engine and leveraging all available online video distribution options to ensure delivery.



Media Distribution and Failover Rules

SmartPath works in conjunction with MediaPlatform WebCaster and provides a framework to define the particular set of media distribution and failover rules that make sense for an organization, by using a rule-based IP address analysis to assign a compatible stream to each video distribution technology dynamically.



Ensure Webcast Delivery

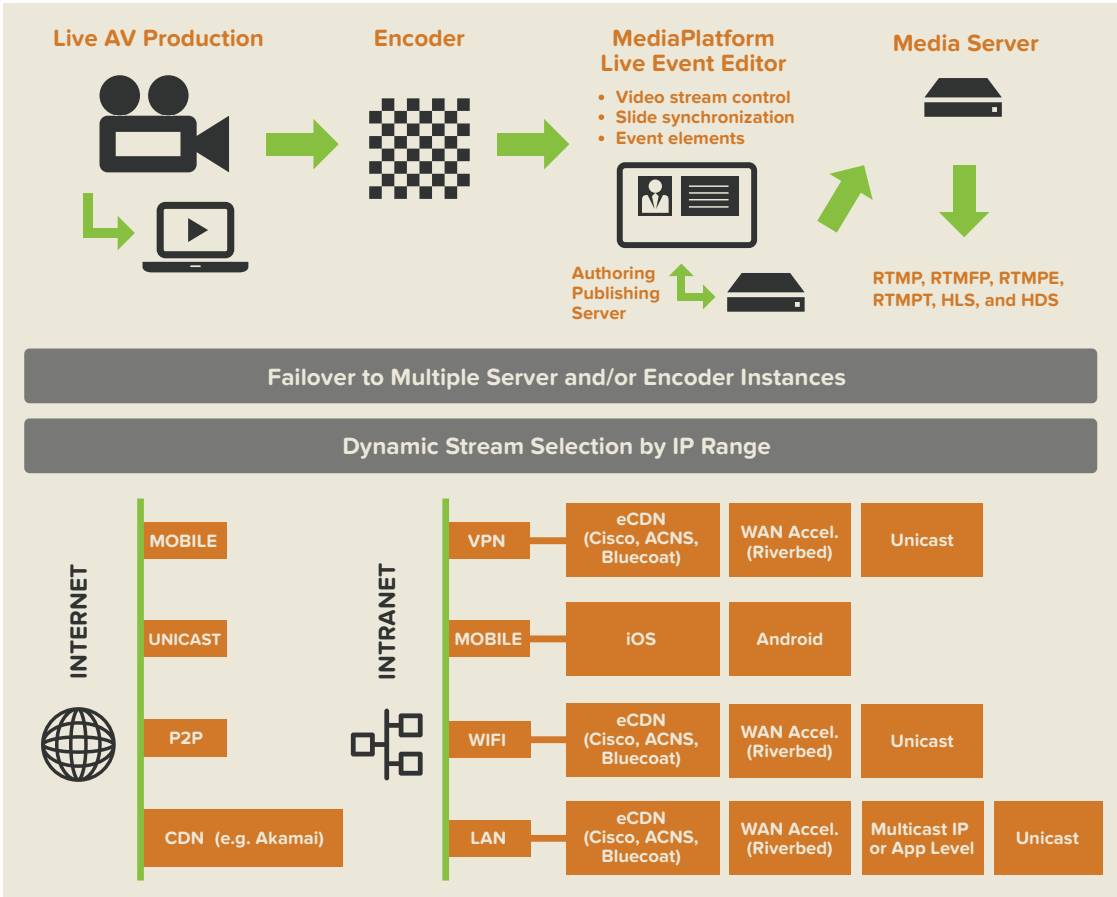
Webcast audience participants on the general Internet may be good candidates to receive their stream from a CDN (such as Akamai), while other viewers may be good candidates for Adobe Multicast Fusion. Each audience participant will receive the media stream that makes sense for them, delivered over the most efficient and network safe technology possible.



Webcast Behind the Firewall

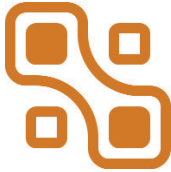
Using MediaPlatform SmartPath, your organization can leverage all existing delivery solutions in tandem with suitable delivery mechanisms where needed. MediaPlatform's WebCaster can be configured to match streams to video content delivery solutions by IP address range and other factors.

Technical Highlights of SmartPath



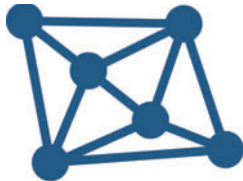
Redundancy

Multiple encoders and servers can be put into service simultaneously to provide redundancy and real-time failover.



Failover

WebCaster's built-in re-director function allows for hot swapping of encoders or servers in the event of a failure.



Automated Routing

In the event of an encoder or server failure, a viable stream is automatically routed to the video player.

About MediaPlatform

MediaPlatform, Inc. is an enterprise video platform enabling large-scale live and on-demand streaming for CEO town halls, company All-Hands, training and collaboration. MediaPlatform provides organizations with the tools to deliver streaming content to internal or external viewers anywhere on any device, regardless of location or content distribution technology.