

Streaming Media Solution

Comprehensive real-time streaming based on Windows Media™ DRM technology.



Streaming media market is growing. It has the potential to increase productivity in every aspect of human endeavor. Consumers use streaming media on the Internet to achieve improved access to entertainment: games, music, movies, and videos can be shared inexpensively. The quantity of media available easily is phenomenal. This creates more demand for broadband wire line and wireless networks.

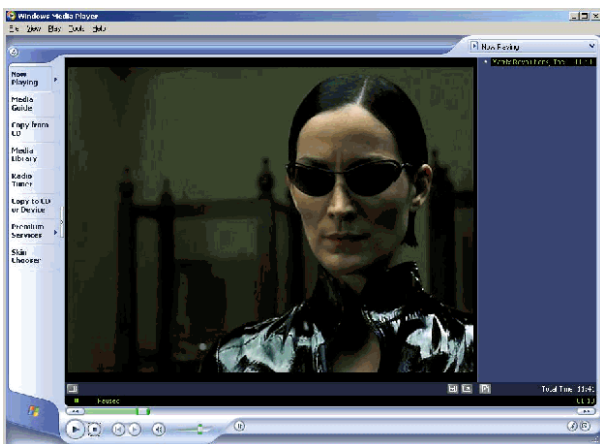
Productivity gains are huge with streaming media for the enterprise. Meetings can be conducted remotely. Training can be offered on a just in time basis. Internet media consumption is being driven by desires to productively conduct business all over the world. More members of a team can participate in the conduct of business with less travel using streaming media.

Demand for streaming music and movies are primary market drivers.

The streaming media server, advertising, subscription services, and online music shipment market is expected to grow to \$14.9 billion by 2009. Source: WinterGreen Research, Inc.

What exactly is "Streaming" media all about?

Streaming media allows someone visiting a site to see a multimedia presentation much faster than they can without the technology. Instead of someone having to download a complete media file to their computer and then watch it, the streaming technology allows someone to download part of the file, begin watching it almost immediately, and continue to download the remaining part in the background. The technology creates a "buffer" that allows the media to play even as it is downloading the next part.



With Streaming Media Solution you can:

- Launch online store to sell digital media and lower delivery costs.
- Security: unencrypted content never leaves your facility.
- Vary business rules and set up promotional offers easily.
- Track and report on all end-user activities.
- Content instantly available at the edge of the Internet.

The main reason for downloading video from your web server is that it's simple, useful when your videos are short and you can do it with infrastructure you already have.

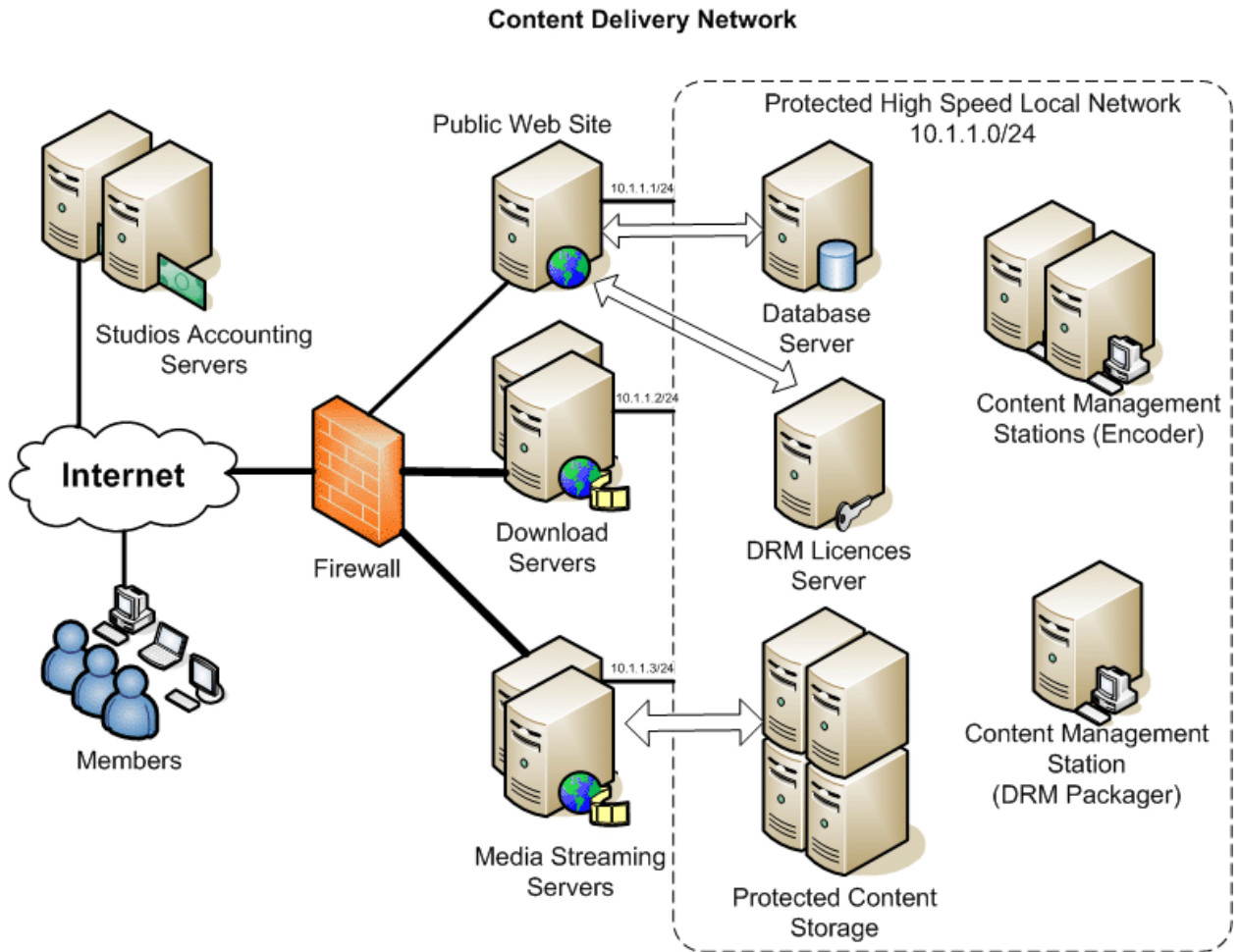
Streaming is a better solution when your clips are much more than a few minutes long, when you want to enable interactive applications like video search or linking deep into a file, or you want to collect statistics on what's actually being watched. Streaming is the way to go when you want to control the impact of video on your network, or when you need to support large numbers of viewers. And of course, it's the only way to do live webcasts and multicasting.

In modern highly-competitive market it is crucially important to deliver digital content using reliable and cost-effective tool. **Stream now, stream easily and get overall control over the process.** Whether you are interested in real-time streaming or download, **Streaming Media Solution** can help. We implemented the best of approved Microsoft™ DRM technology to protect your content and deliver it to your customers.

You can deliver pay-per-view movies or audio 24/7 without complex distribution channels, broadcast distance learning programs to students, help employees in different offices to learn recent company innovations and don't worry about content security.

Moreover, **you don't have to pay for each movie stream or prolong the license every month**, like people do when using subscription service, pay once and enjoy the benefits of reliable **Streaming Media Solution** at your web-site.

Streaming Media Solution in work



We have integrated all modern approaches of video and audio streaming and rights protection in one software solution. Based on Microsoft™ DRM technology, the software is ready for quick and effective start of media streaming business.

In order to cope with high amounts of data storage and traffic requirements, the system will have to be implemented on several high-performance servers and workstations. The system architecture and components are scalable: you can start with one server and then expand the system easily by adding as many servers as you need.

About IDE Group. For more than 5 years we provide professional services in web and soft development, design, consulting and media content distribution.

@2006. IDE Group Inc. 23 Manor Place, Edinburgh EH3 7XE, UK.
idegp.com, streamingmediasolution.com

Tel: +44 (0) 131 220 1313