

# Is Your Network Ready For Your Audience?

## Feature Sheet

Deliver Live Video To Your Audience With INXPO's Network Optimization Options

### Overview

Keeping a large globally dispersed workforce well informed is critical to ensure success in the field. Live, interactive video is the cornerstone of any enterprise company's communication plan and while this medium presents some unique engagement opportunities between presenter and audience; challenges can also arise around your network's ability to provide a good streaming experience to your audience.

To be sure key moments in your communications aren't interrupted by the dreaded buffering wheel, the INXPO Event Cloud® has multiple options for ensuring your audience has a flawless video experience.

#### Adaptive Bit Rate



INXPO's webcasting technology includes adaptive bit rate streaming, which allows the video

player to detect the **amount of bandwidth a viewer has available to them and adjusts the quality of the video accordingly.** This benefits users on congested networks as they are still provided with the best viewing experience possible, minimizing buffering and/or freezing of the video.

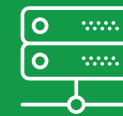
#### Multicast



Multicast is a technology that allows INXPO's webcasting tool to stream to a multicast

source in the client's network. That source then delivers video across the multicast network so that audience members no longer need to connect out to the general Internet to view their video. This is beneficial to enterprises with multicast in place that want to leverage it when broadcasting to an internal audience.

#### Amplify



Amplify is INXPO's Adaptive Caching (IAC), server level application developed for optimizing the delivery

of XPOCAST live and on demand streaming inside an enterprise network. Amplify offers many of the same advantages of multicast or edge server deployments without the complexity and high cost that these delivery methods can entail. Unique benefits include: optimized slide delivery, support for adaptive bitrate streaming, and native delivery on mobile devices.

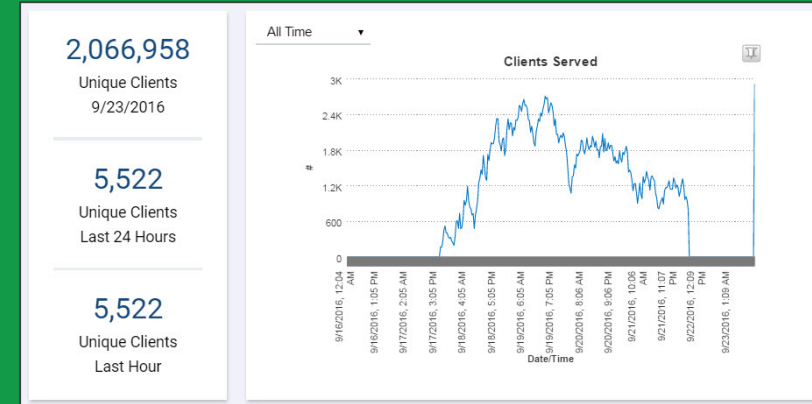
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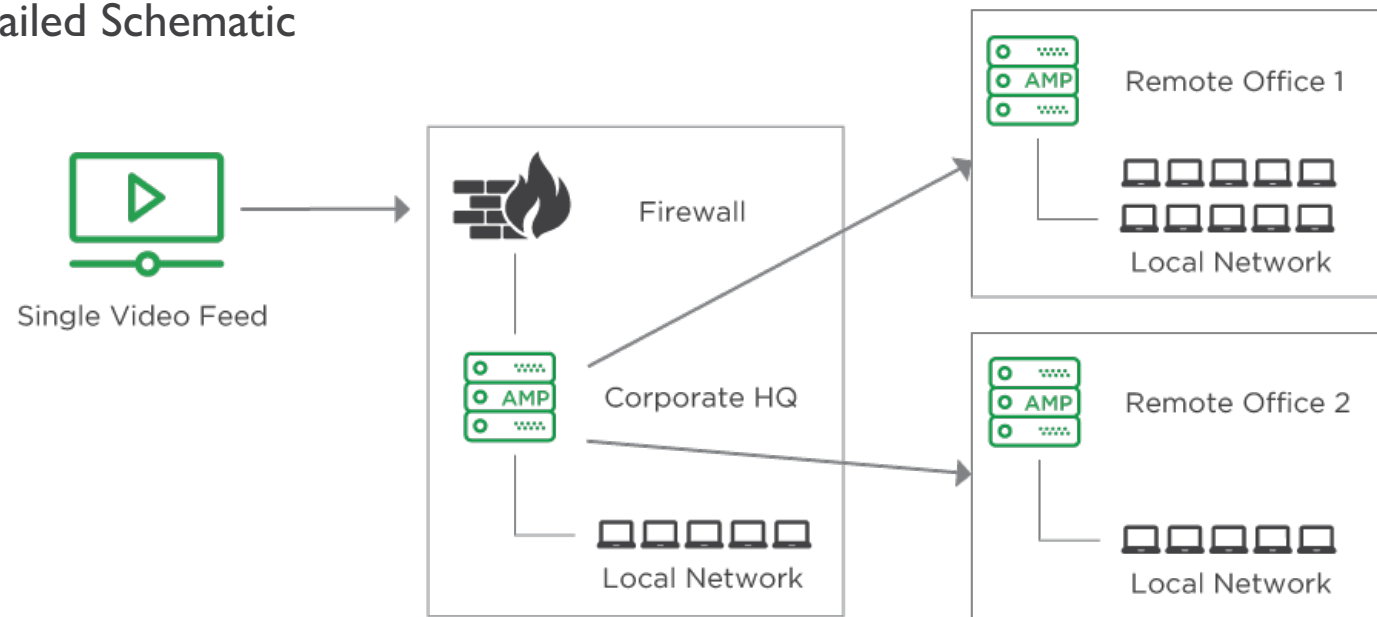
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### Amplify Key Features

- Adaptive bit rate delivery
- Position video content behind your corporate firewall
- No dedicated hardware requirements
- Optimization of entire webcast experience including video, slides and screen sharing
- Measure video performance and QoS (Quality of Service) metrics



### Amplify – Detailed Schematic



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### Multicast vs. Amplify Comparison

Feature	Multicast	Amplify (IAC)
H.264 Codec	●	●
Adaptive Bitrate		●
Requires No Software Purchase		●
Delivers Slide Media, In Addition to Video Streams		●
Displays Screen Sharing		●
Displays Video Slides		●
Supports Mobile Native App		●
Supports Mobile HTML5		●
Supports WiFi		●
Does not require firewall exceptions		●
Minimizes internet bandwidth required	●	●
Minimizes local network bandwidth required	●	●
One-Time Configuration		●
Supports Multiple Concurrent Webcasts		●
Supports Complex Network Topologies		●
Supports On-Demand video		●
Survey Results		●