

Aylus Networks™

Mobile Media Streaming Solutions

Enabling the Mobile Video Revolution

The Mobile Video Revolution

The mobile video market is poised for explosive growth. The arrival of video-friendly smartphones, the adoption of 3G/3G+ enabled laptops and netbooks, and the advent of YouTube and other video streaming services are making mobile video a reality. Most experts believe that mobile video traffic will more than double every year for the next five years. Revenue opportunities abound — but so do serious business and technical hurdles.

Mobile operators and video content providers face numerous challenges. Today's internet video servers simply weren't designed with mobile services in mind. They can't detect mobile device types and dynamically adapt video in real-time to fit smaller displays. They squander bandwidth transmitting unused video information over the already-congested mobile network.

MSX Media Switch

Aylus Networks' media switch is designed to help mobile operators better handle the explosion in demand for bandwidth on their networks, coming primarily from video and iPhone/smartphone applications. It is available in two hardware configurations, the MSX 1200 stackable server and the configurable MSX 8200 chassis with capacity for multiple server blades. Aylus Networks is the only vendor that provides a vertically integrated, full suite of infrastructure solutions including hardware, software, service enabling interfaces, and applications to support advanced mobile services.

Mobile Operator Benefits

Content servers do not have the capability to resize video in real-time. The Aylus Networks Media Switch understands both internet and mobile device protocols, and adapts video streams in real-time to perfectly fit the receiving mobile device. This saves both network bandwidth and battery life of the handheld. The Aylus Networks solution provides network optimization and transcoding, session management, and application interfaces for social media and advanced video services.

Aylus Networks facilitates the smooth transition from a voice-based to a data-based mobile economy, and the rapid deployment of revenue-producing broadband services.



MSX 8200 Media Switch



MSX 1200 Media Switch

Mobile Operator Benefits

- Control mobile video overload
- Reduce RAN congestion
- Create new opportunities to monetize mobile data
- Deliver Rich Communication Services

Content Provider Benefits

- Optimize subscriber quality of experience
- Deliver "broadcast-quality" experiences
- Eliminate media format incompatibilities
- Improve brand image with superior quality

Subscriber Benefits

- Faster video playback
- View any video on any device
- Better video quality — less buffering, dropout, and jitter
- Improved battery life - less video processing

Applications

Radio Access Network

- Bandwidth management
- Session management
- Video transcoding

Content Delivery Network

- Media reformatting and resizing
- Video transrating

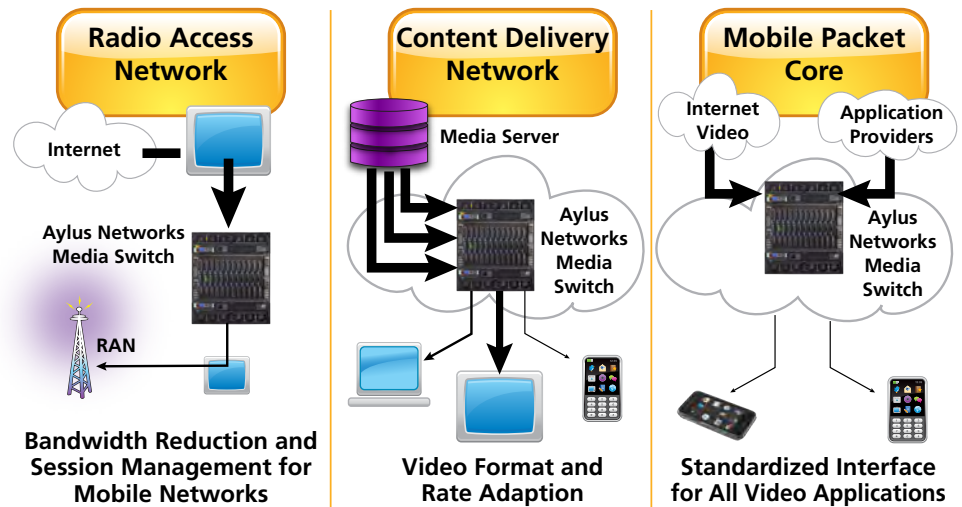
Mobile Packet Core

- Bandwidth reduction
- Common interface for application providers

Rich Communication Suite (RCS)

- Rich media and content sharing
- Video adaptation for viewing on web browser and mobile
- Video recording

To learn more call us at
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us at www.Aylus.com



Aylus Networks Mobile Media Streaming Solutions

The Aylus Networks Media Switch helps mobile operators and content providers meet the challenges of the growing mobile video market by optimizing the transmission of streaming video and minimizing the impact of video on the network.

Our sophisticated transcoding and transrating techniques reduce bandwidth consumption, relieve network congestion, and optimize the subscriber experience. The Media Switch supports

both Internet and mobile protocols and intelligently adapts video streams in real-time. Exploiting patented techniques, the Aylus Networks Media Switch:

- Detects a subscriber's device type and screen size
- Appropriately transcodes the video stream in real-time
- Reformats and resizes the media to perfectly fit the mobile device
- Transrates the video stream to optimize performance



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About Aylus Networks

Aylus Networks Inc. is a private, venture-backed company headquartered in Westford, MA, with additional R&D and sales centers worldwide. Aylus Networks was founded in 2005 by Shamim Naqvi, a pioneer in computing and communications systems. Aylus Networks believes that the transition to an all-IP broadband mobile infrastructure is best addressed through bandwidth management, network optimization, and session control. Products from Aylus Networks enable new broadband services that offer video sharing and other types of rich media.