



Aylus Networks™

Enabling Rich Mobile Communications

The Mobile Communication Revolution

The nature of mobile communications is changing. Simple voice calls are giving way to complex multimedia sessions that can include voice, text, pictures, video and more. The arrival of video-friendly smartphones, the adoption of 3G/3G+ enabled tablets, laptops and netbooks, the broadening deployment of 4G networks, and the advent of video streaming services are making high-quality mobile video and multimedia services a reality. Most experts believe that video and other rich media traffic over mobile networks will more than double every year for the next five years. Revenue opportunities abound for both mobile operators and over-the-top (OTT) service providers — but so do serious business and technical hurdles.

Aylus Media Platform™

To meet the challenges of this new landscape, Aylus has built an innovative platform that enables communications providers to offer video and other rich media as an integral part of the communication session.

The Aylus Media Platform™ is the only integrated solution for rich media communications that includes advanced media switching, signaling and processing, session management, content portal and storage management, and analytics, as well as revenue-generating multimedia applications. This scalable, carrier-grade, reliable and highly flexible platform enables both operators and OTT service providers to deliver high-quality, real-time multimedia communication services to their subscribers, while reducing network bandwidth consumption and enabling adaptive management of the quality of the subscriber experience with rich media services.

Aylus' patented, core infrastructure technology is unique in the industry. The platform performs real-time media transcoding, transizing, and transrating, and then wraps rich session management tools around it to ensure the best possible user experience. Aylus technology not only optimizes video and other rich media for the network but also for the endpoints, through intelligent device detection that tailors media delivery to each endpoint device's screen size and capabilities.

The Aylus Media Platform enables rich media communications to a wide range of mobile and web-based endpoints, including smartphones (BlackBerry®, Android™, iOS™, Windows™, Symbian™), tablets, laptops and notebooks (PC or Mac), and more.



Mobile Operator Benefits

- New opportunities to monetize the broadband mobile Internet
- Ability to deliver more rich media services to mobile users
- Proactive management of the quality of multimedia services delivered to subscribers
- Reduced RAN video/rich-media bandwidth congestion

OTT Service Provider Benefits

- Optimized subscriber quality of experience
- Delivery of "broadcast-quality" rich media experiences
- Elimination of media format incompatibilities
- Improved brand image with superior quality

Subscriber Benefits

- Video and rich media services available anywhere, on any device
- Faster video playback and better video quality— less buffering, dropout and jitter
- Improved battery life— less video processing

Aylus Applications

Multimedia service applications included in the Aylus Media Platform are designed to help operators and OTT service providers monetize the expanding opportunities for rich media services among both enterprises and consumers.

Enterprise VideoCast

- Broadcast live mobile video and audio to a receiving portal
- Use for news reporting, field services, real estate, insurance and more

Video Calling

- Include live video as an integral part of a mobile voice call
- One-way or two-way; point-to-point or multi-point

Video Mail

- Create, review, submit video messages
- Send messages to one or multiple recipients, including social network contacts

Media Sharing

- One-way rich media and content sharing (video, images, files, device screen)
- Video adapted for viewing on web browser or mobile device

Aylus Media Processing

Aylus' innovative core infrastructure technology helps mobile operators and service providers meet the challenges of the growing mobile video and rich media market by optimizing the transmission of streaming video and minimizing the impact of video and other rich media on the mobile network.

Aylus optimizes and enhances the media experience based on both network capabilities and conditions, and the capabilities of the customer's device. Adaptive network congestion management reduces bandwidth

consumption. Media streams are transcoded before they reach the RAN, transized for the appropriate end device and screen size, and transrated based on the available network bandwidth. Policy-driven resource allocation ensures that service delivery can be tailored to network conditions and subscriber service levels.

Service providers can proactively manage the multimedia experience being delivered to subscribers, wherever they are and whatever device they are using.

Aylus Networks enables mobile operators and over-the-top service providers to offer video and other rich media as an integral part of the communication session.



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About Aylus Networks

Aylus Networks, Inc. helps mobile operators and over-the-top service providers transform their business models so that they can find new and innovative ways of monetizing the broadband mobile Internet. Aylus' unique, innovative core infrastructure technology provides a competitive edge for mobile video and multimedia communication service offerings. Products from Aylus Networks help mobile operators and over-the-top service providers increase revenues from new media services, while also enabling them to proactively manage the quality of the multimedia services they deliver.

