





# Vertical Streaming

## About us

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From your laptop to your phone Vertical Streaming is delivering true streaming and new media to the Now Generation.



Vertical Streaming is a leader in the field of combined media distribution. We represent the most effective solution to deliver Live Broadcast Streaming, Video On Demand streaming, E-Commerce video solutions and Mobile video as well as DVD replication.

Videos are encoded, uploaded and placed on a site tailored to your brand all while protecting valuable data by maintaining reliable and efficient security.

Vertical Streaming provides a full range of solutions for Corporate Communications, Training and Certification, Entertainment, Distance Learning and a variety of other industries. Some of our customers include the International Code Counsel, the American Pavilion, Think Convergence, Digital 2000 and Florida State University.

## Training and Certification

Employees are the backbone of every successful company, so much so, that keeping a knowledgeable staff becomes the most essential component of any organization.

Enabling company staff to be properly trained, stay up-to-date and learn new skills will inevitably create individuals that are more productive and are better equipped to meaningfully contribute to the company.

However, the time and cost, along with the loss of productivity associated with personally ensuring the true understanding of each individual in a large professional arena can affect the quality of even the most fundamental training.

Welcome to the future of training.



With Vertical Streaming's interactive video Training and Certification solutions organizations will never have to choose between funding and the crucial training their employees need.

Our comprehensive Learning Management System is the ultimate training tool, giving employers a detailed look at each individual's progress and updates by using Vertical Streaming's real time Analytics.

Administrators can track their staff's, time of play, length of play, geo-location as well as ensure that they passed the assigned tests. We provide an engaging and interactive, completely branded and customizable solution for all of your professional development needs.

- ▶ Perfect for videos (i.e. conferences, meetings etc.) that were previously Live Streamed
- ▶ Comes with our real time Analytics to learn more about your employees
- ▶ Ongoing application upgrades
- ▶ Easy to use video portal management system
- ▶ VOD applications are able to be customized and branded
- ▶ Fastest video stream with our integrated tier 1 CDN
- ▶ Cost effective
- ▶ Certification with quiz results and complete tracking of user actions during training



# Vertical Streaming

## Distance Learning

### Enhanced Opportunities

In today's demanding world a classroom can only go so far. Individuals who want to continue their education often have trouble finding the time to do so.

Now there are other options to drive learner achievement. Online classes are convenient and more cost effective to students. However, making sure pupils are really internalizing class material can be a challenge.

Now thanks to Vertical Streaming's state of the art Learning Management System, institutions of all levels can effectively reach their students through customized interactive learning experiences.

Can't fit a million students into one classroom?

We can.



### Track, evaluate and enlighten

Our real time analytics will allow teachers to track student progress and evaluate the effectiveness of their lesson plans as well as test and quiz them accordingly. Don't leave your students in the dark, enlighten the Now generation with Vertical Streaming's Distance Learning module.

- ▶ Class discussions can be Broadcasted Live
- ▶ Live broadcasts can be recorded and put on Video On Demand sites for later viewing
- ▶ Allows engaging interaction on both sides with instant messaging.
- ▶ Easy to use video portal management system.
- ▶ Massive infrastructure can scale to millions of users simultaneously
- ▶ Videos can be added and updated with ease
- ▶ Interacting with videos without having to purchase an expensive custom system
- ▶ Fully branded, fully integrated interactive videos
- ▶ Protect your content with MediaGuard.

Live Concerts have always been the best way for artists to reach out to their fan base; today physically attending a concert is still one of the only way fans can experience their favorite artists.

However, even the biggest venue has its limitations, inadequate seating along with the cost of travel can work against even the most loyal fans.

Now with Vertical Streaming's Live Event Pay per View (PPV) Broadcasting option, fans all over the world can buy tickets and view all of their favorite music groups and singers live online.

Reach your fans  
when they can't  
reach you.



We make it easy for artists to reach their audience on a global basis. Understand where your fans are and what they want using our Analytics tracking system. Broadcasts can even be recorded and resold via our E-Commerce application. Open up your concert to the world, with Vertical Streaming's Live Event Broadcasting.

- ▶ Control who views sensitive material with our Access Control Feature.
- ▶ Massive infrastructure can scale to millions of users simultaneously.
- ▶ Archive your event for future broadcasts or monetization.
- ▶ Sell tickets using our E-Commerce system.
- ▶ Receive audience feedback.
- ▶ Your E-Commerce applications are able to be customized and branded.
- ▶ Monitor all your sales from our dashboard.
- ▶ Live Streams displayed on a site secure with MediaGuard.
- ▶ Multiple media players with Bandwidth Detection closed captioning, and our special lights out feature.

### Media Guard

Our system is token based to maximize performance and avoid unwanted three-way handshakes that are common to other methods of authentication and can lead to server latency in connection time.

With our MediaGuard application, a script will be added that will process URLs before they are given to viewers so that the URLs contain an encrypted token in the query string.

The script gives the viewer a URL with a token in the query string containing a hash (cryptographic string) of a shared secret, a 8-12 characters long,

Our query string parameters included in the hash are used to determine the optimal criteria our network must use to evaluate the request. With our true RTMP streaming capabilities, the content is never stored in the viewers' temporary Internet folder or hard-drive.

The Vertical Player will discard the streaming content after it's been viewed, and secure data will not be accessible on or offline.

“Our MediaGuard protection means peace of mind.”



### World class delivery at the speed of light

Vertical Streaming's tier 1 CDN Network boasts direct connections to nearly 800 user access networks around the world with delivery centers in Amsterdam, Ashburn, Atlanta, Chicago, Dallas, Frankfurt, Hong Kong, London, Los Angeles, Miami, New York, Paris, Phoenix, San Jose, Seattle, Singapore, Tokyo and Toronto. And since most of these connections are via superfast 10GigE technology, your content is delivered in the fastest way possible — in most cases, straight to the networks your audiences use every day and bypassing the often-congested public Internet.

We give you the ability to log on anywhere in the world to maintain your own video library, check account status and review real time analytics with Vertical Dashboard. Vertical Dashboard is designed to allow users to control their own content, review progress, analyze over 20 reports about viewer tendencies and geographical location, access forms and upload videos.

Vertical Streaming captures a large amount of strategically important data on every stream or download delivered through our network.

We strongly believe that access to information about viewers and their trends is an extremely valuable and powerful strategic tool for the success of any organization.

Vertical Streaming will track valuable data for all our clients allowing them access to information that no book, CD, nor DVD is able to offer.

These findings are presented to our clients in the form of easy to read, full color interactive map graphs or lists.

Vertical Streaming will also collect data on the duration of viewers' stay on their presentation, as well as their starting and ending point. This data allows our clients to maximize their videos' efficiency by identifying viewer's behavioral data, and allowing them to modify their presentations accordingly.

Our advanced analytics system is an extremely powerful marketing tool. It allows our clients to identify where the audience is most interested in their products or services and remarket effectively.



### Screenings

Take advantage of something that you have never before been able to collect. How important is it for you to know where your audience is located? How big your audience is? When are they watching? How effective is your video piece? Sign up now to see how we can bring you the information you need to deliver a successful video, time and time again.

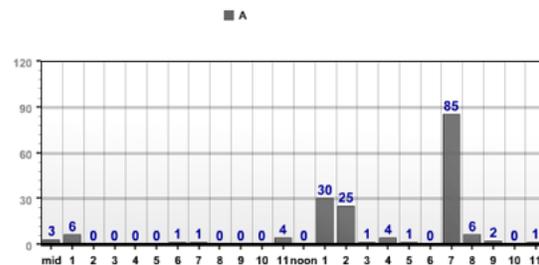
Screenings Map



### Detailed information

All our clients will have login administrative access to our Vertical Dashboard. With a simple login, our clients will be able to track viewers' IP addresses, geographical location, start and stop times of the streams, number of completed screens, browser and operating system information, and much more. From the Dashboard, they can access "Screenings" and "Reports" with real time data on all aspects of their audience.

Screenings By Hour of the Day





# Vertical Streaming

## Our Solutions

Turn-key video solutions unlocking the door to the future of streaming.

All of Vertical Streaming's solutions feature:

- ▶ Real time analytics that allow viewer transparency (i.e. geo location, length of play, IP address, start and stop times etc.)
- ▶ Bandwidth Detection that finds the server closest to the viewer and evaluates the receiving computers bandwidth to cut out buffering and lag time.
- ▶ MediaGuard security feature with hash encryption to protect client content from piracy and peer-to-peer sharing.
- ▶ Access Control that gives the content owner the ultimate power over their material. They can choose what they want others to see and how they want them to see it.
- ▶ Fastest video stream with our integrated tier 1 Content Delivery Network that incorporates 800 regional networks around the world.



### Live Broadcast Streaming

In today's busy world where information is key and time is money, the need for prompt communication with company staff members, stakeholders, students and prospective customers has never been more crucial. However, when scheduling conflicts and money limitations are paired with the inevitable loss of productivity that comes with travel, valuable time can be lost and the exchange of important information must be delayed. Vertical Streaming offers the solution, by making it possible to bypass physical limitations and bring people together instantaneously through Live Broadcast Streaming. Whether it's a conference, a live concert, or classroom discussion we make staying in the Now even easier.

- ▶ Our Live Broadcast applications are able to be customized and branded according to your needs.
- ▶ Allows audience feedback
- ▶ Live Streams can be recorded and placed on fully integrated On Demand site for later viewing
- ▶ Use our Analytics to track attendee activity
- ▶ Suitable for all kinds of communications (i.e. product launches, live concerts, classroom lectures)

### Mobile Video:

Reaching your audience conveniently just got a whole lot easier, with Vertical Streaming's Mobile Video Application that optimizes media delivery to mobile devices.

Organizations can train traveling employees and students can watch lectures or movies on their phones on the go anytime, anywhere. Make it impossible for your audience to miss out on your message, go mobile and stay in the Now.

- ▶ Deliver rich media content to mobile devices.
- ▶ Auto picture resize based on which phone made the request.
- ▶ Reach trainees/employees when they are on the road.
- ▶ Connect to your audience with a mobile marketing video.

We give  
customers the  
ability to keep  
their employees  
in the Now.

### Video On-Demand

The demand for employees, customers and students to be informed faster and more conveniently, grows stronger everyday. Unfortunately, organizations looking to distribute their videos online must first deal with hundreds of advertisements, poor resolution and annoying buffering that distract the viewer and further muddle the message of their content. Now with Vertical Streaming's easy to use custom Video On-Demand solution, lag time and poor quality are quickly becoming things of the past. Our viewers receive an uninterrupted stream with 24/7 access to full-length movies, classroom assignments, business updates and job training/certification at the touch of a button. With our VOD application we are taking streaming video content into the next generation, making it even easier to keep your audience in the Now.

- ▶ Perfect for videos that were previously Live Streamed
- ▶ Utilizes our state of the art Bandwidth Detection
- ▶ Ongoing application upgrades
- ▶ Easy to use video portal management system
- ▶ VOD applications are able to be customized and branded
- ▶ HD capable

### Pay-Per-View/E-Commerce

Selling content in a time where it can be easily stolen and distributed can seem like a daunting task. On top of the expensive production cost of tangible media, CDs and DVDs can be easily replicated and re-sold or can end up online for anyone to watch and download for free. Fortunately, Vertical Streaming offers a secure and easy alternative to physical DVD and CD distribution. With our 24/7 turnkey solutions, customers can purchase videos or previously streamed content online on a fully integrated customizable site.

Administrators can regulate viewings by allowing access to their content on a per stream basis (pay per view), by time-limited access (rentals), or by allowing the download of a digital copy.

- ▶ Good for individuals/organizations with extensive media libraries
- ▶ E-Commerce applications are able to be customized and branded
- ▶ Generates passive reoccurring revenue
- ▶ User friendly video portal management system
- ▶ Allows viewers fast and easy access to material 24 hours a day, 7 days a week

Don't get left behind. Let Vertical Streaming move your organization into the digital era.