

LEMONWHALE OVERVIEW

Lemonwhale is **the complete online video solution** used by media companies, businesses and organizations worldwide to publish and distribute video and live streams on the Web

THE LEMONWHALE DIFFERENCE

Comprehensiveness – A single, integrated solution including VoD, Live, Ad Server, Flash Players and CDNs that meets all of your video publishing and distribution needs and is accessible online anywhere in the world

Productivity – Intuitive, streamlined workflows and processes that give you speed to market, higher ROI, and lowest Total Cost of Ownership.

Flexibility – Built on open standards, designed for customization and supported by robust APIs, Lemonwhale adapts to your unique needs, objectives and brand requirements

Leadership – By partnering with the provider with the largest market share, greatest scale, and most innovation, you can be confident that you're working with a proven leader

CAPABILITIES

Media Management – Built for producers, the Lemonwhale Manager provides content upload, video and playlist management, policy management, and image capture, live scheduler, all within an intuitive user interface

Players – Built for Designers, Lemonwhale's Flash players are adaptable to easily create, manage, and customize video players without the need for development or IT resources

Distribution – Build for great Coverage, Lemonwhale is an open platform, which means that you can connect to your preferred CDN. Lemonwhale is partnering with the best CDNs of today in order to secure great delivery when letting Lemonwhale handle the actual distribution of data streams

Advertising – Built for Advertisers, the Lemonwhale Advertising Server allows you to upload ads, set and manage ad policies, and finally create ad campaigns

Statistics – Build for Business relations, quickly run reports to analyze performance and usage metrics across all your videos and ads or integrate with leading 3rd party analytics platforms

Content Push – Build for Producers, Lemonwhale has integration to content creators such as Scanpix to maintain automatic content update. Basically, you can sit down and watch your video business running by itself.

APIs – Build for Developers, with Lemonwhale's robust suite of APIs and developer tools, you can create highly custom players and site navigation, integrate with 3rd party systems such as current CMS