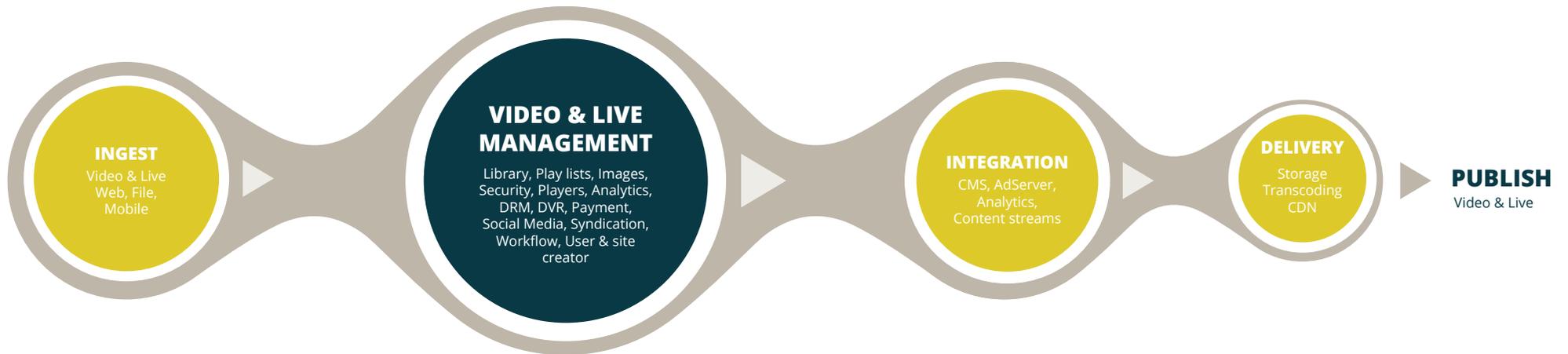PRODUCT SHEET

A POWERFUL VIDEO AND LIVE SOLUTION DESIGNED FOR PUBLISHERS AND BROADCASTERS

▶ **Lemonwhale Onlineform (OVP)** is a powerful and dynamic solution for Publishers and Video Platform Broadcasters delivering large volumes of online video and live traffic, in a reliable and cost efficient way.

▶ **Lemonwhale API** and **pre-build plugins** to external system such as AdServers, Analytics, DRM, Content feeds and CMS enable fast and accurate time to market.

INGEST
Video & Live
Web, File,
Mobile

VIDEO & LIVE MANAGEMENT
Library, Play lists, Images, Security, Players, Analytics, DRM, DVR, Payment, Social Media, Syndication, Workflow, User & site creator

INTEGRATION
CMS, AdServer, Analytics, Content streams

DELIVERY
Storage
Transcoding
CDN

PUBLISH
Video & Live

BENEFITS

Make sure your live and on-demand content delivers in the best possible way, yet cost efficient. A powerful platform with dynamic APIs , Lemonwhale OVP is the best option for deploying live and on-demand services with a short time to market. Lemonwhale OVP is a well proven solution by media customers. Lemonwhale OVP is designed for Publishers, Broadcasters and Content providers who distribute video and live streaming worldwide, to local markets, closed groups and across multiple platforms and operating systems.

POWERFUL
best in class platform KPIs combined with multi CDN, storage and transcoding resources

EASY-TO-USE
web interface based on Bootstrap

FLEXIBLE
Adaptive API and plugins designed for fast and smooth integration and adaptations to external system

LOCAL SUPPORT
native speaking people (Swedish, German, English) for integration, technical support and customer adaptations with 24x7 availability

SCALABLE
grow your video and live impressions according to your needs

COST-EFFECTIVE
select your payment model 1) platform license or 2) data consumption

A powerful platform with dynamic APIs, Lemonwhale is the best option for deploying live and on-demand services with a short time to market.

HIGHLIGHTS

▶ **CDN Delivery**

There are several different CDNs that can meet our KPIs to delivery best in class end user experience. Lemonwhale delivers a unique way to get best in class video and live delivery by a real time selection of CDNs. Different set ups are available such as 1) current CDNSs available from Lemonwhale 2) customer's existing CDNs. Ability to offer industry leading features derived from a CDN perspective is important for us.

HLS/ HDS

We use HTTP-streaming to deliver video content for the best end-user experience.

DVR

In the rise of live broadcast Digital Video Recording (DVR) is an essential part to make sure that the viewers can see the content. We are tuning our DVR functionality with the most demanding customers enabling easy and power full management of live streams.

MULTI CDN

Get access to world leading CDNs by Lemonwhale Multi CDN. We have discovered that each individual CDN performs differently depending on day, hour and minute. Connection to local ISP is also a variable that counts. Our approach is to use the best CDN based on performance based on real-time measurements.

HIGHLIGHTS

▶ **Storage**

Media customers are collecting an increasingly video inventory and we follow this very closely. We understand what it takes to having +10 TB of video archived and have developed three ways to manage these volumes in a high performing cost efficient way.

Cloud Storage

Use Lemonwhale OVP and store your video content in Lemonwhale Cloud storage. We use best in class resources with market leading KPIs for security, accessibility and responsiveness.

Cold Storage

Use your own server to store video content connected to Lemonwhale's CDNs. This is the mandatory solution for high load customers. Our suggestion is to consider Cold Storage when the level of storage equal to 10TB.
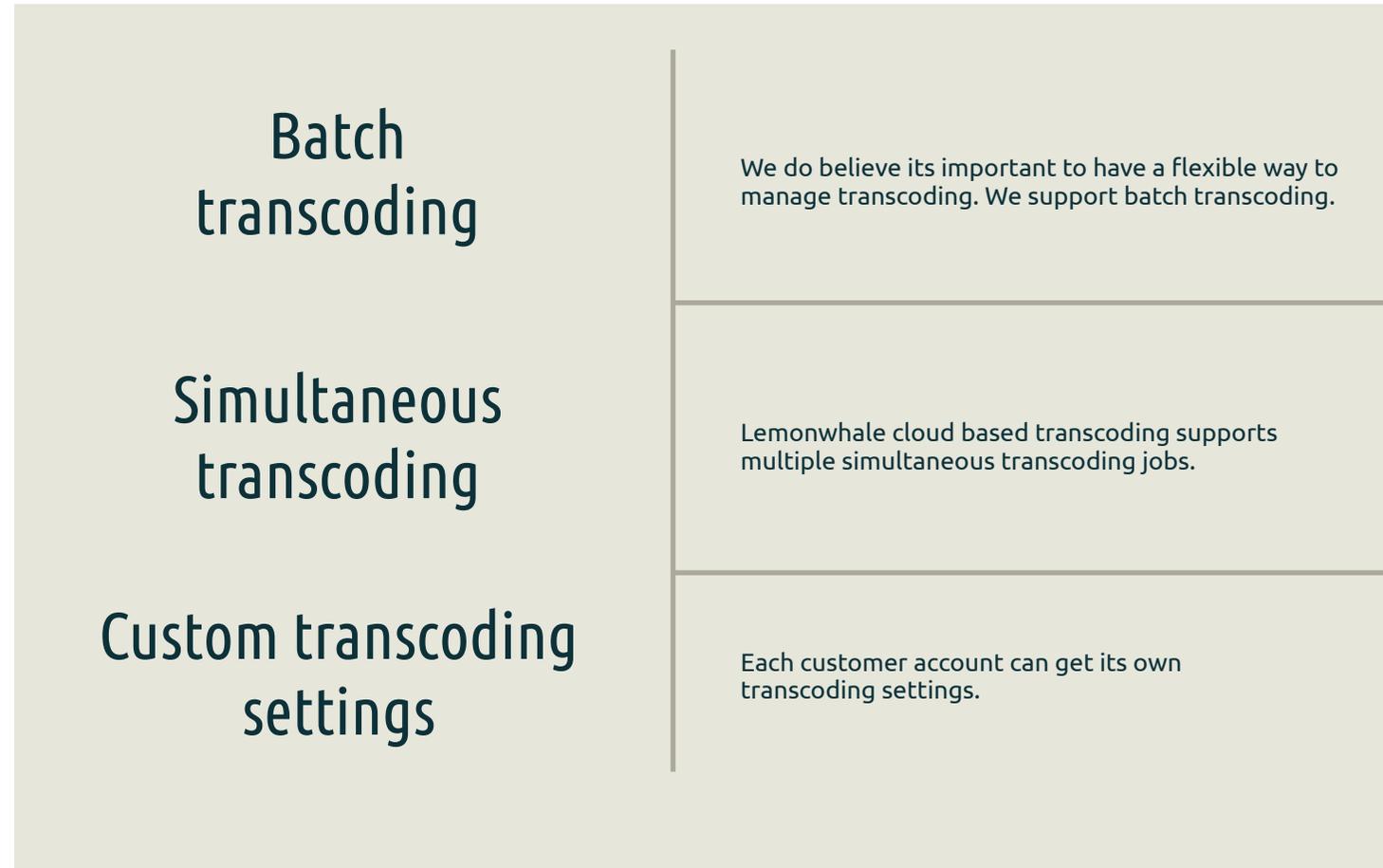
Smart Storage

Smart Storage combines Cloud Storage and Cold Storage using Lemonwhale Storage algorithm to calculate the ultimate storage location for each video file.

HIGHLIGHTS

▶ **Transcoding**

We have noticed that customer are very keen of letting their users access video and live content anytime and anywhere. The never ending story of video format management, aka transcoding, is one of the corner stone of Lemonwhale's offering. We use the latest technology to deliver video and live content without worrying about new devices, browsers and operating systems.
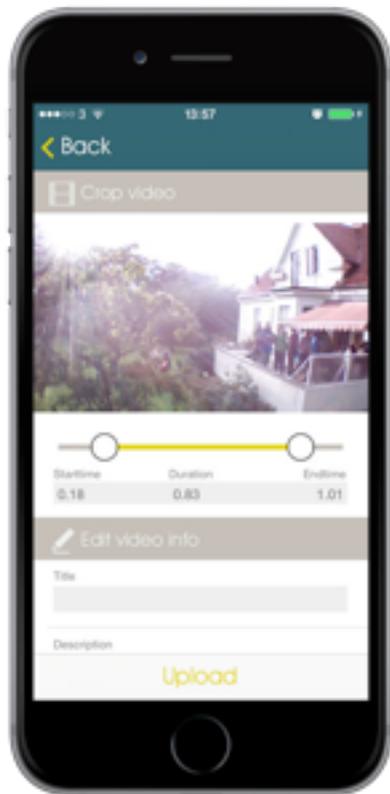
Batch transcoding

We do believe its important to have a flexible way to manage transcoding. We support batch transcoding.

Simultaneous transcoding

Lemonwhale cloud based transcoding supports multiple simultaneous transcoding jobs.

Custom transcoding settings

Each customer account can get its own transcoding settings.

1080p, 720p, 360p, 240p

Lemonwhale supports required resolution to deliver best in class end user experience for both On-demand and Live.

PLATFORM MANAGEMENT

The Lemonwhale OVP is designed to meet high traffic customers. Available features will help out to ingest, manage and distribute video and live content in a smooth way. Platform flexibility is highly import for us and we spend much time on developing and maintaining a powerful API in order for our customers to work with our platform in a customized way. Our experience says that an OVP needs to be integrated into other systems such as Ad Server, CMS, Analytics, DRM, Players, Payment and we deliver access points to external systems. Lemonwhale works in close cooperation with our customers to make daily routines as simple and efficient as possible.

Mobile Recorder

With the Lemonwhale Recorder-app it's easy to upload content from your iOS- or Android device to Lemonwhale OVP.

Multi Source Live

Simultaneous broadcast from several different locations supported by live mixing functionality gives you the possibility to ingest multiple live streams and switch in real time which live stream to publish.

Site & User management

Lemonwhale OVP is designed to handle multi organizational structures. Features available to manage Sites, User, Authorizations for specific actions such as Live, VoD, Ads.

Payment

PayEx is our trusted partner to monetization Video and Live events and/ or subscriptions.

PLATFORM MANAGEMENT

Statistics

Real data for VoD and Live
is crucial for Medias. We
provide a huge set of
statistic variables for a
single item, such a video or
live cast, and for Site and
Site group levels. External
Analytics can be used and
access by Lemonwhale API.

Simultaneous transcoding

Use our fast multi file drag'n'drop browser upload to upload several videos concurrently

PLAYERS

▶ The video player is not the most complicated component in the video delivery process but still the item associates with the quality of the service. We are a close partner to leading media providers delivering customized Flash and HTML5 players. The different player technologies are used depending on customer requirements. DRM is a typical requirement that decides what type of technology that is used.

Flash & HTML5

Primary support for Flash.

Fallback on HTML5.

Flash formats

RTMP and HLS for Live and VoD.

HTTP/MP4 for VoD.

HTML5 formats

HTTP/MP4 and M3U8.

Player SDK

SDK for Flash and iOS. In pipeline for Android and HTML5.

INTEGRATION

To integrate an OVP into existing infrastructure is most often too complicated. We strive to help existing and new customers to get into the world of Lemonwhale with minimal effort. We do that by having a flexible platform, powerful APIs and local knowledge placed in customers premises. Many of our customers are in the media segment having several systems that need to work in an integrated way. We know that existing system will be swapped out due to evolution of technology. The OVP needs to be flexible enough to cope with those changes. The Lemonwhale OVP is a fast and reliable base line for integration and Lemonwhale consultants know how to help out in a way our competitors can't compete.

▶ **Ad Server**

We have pre-build VAST plugins for Videoplaza, Smartclip, AdTech and Emediate. We are carefully monitoring VAST in order to be compliant to all major Ad Servers. VPAID support will be launched November 30th 2014. WDAB

▶ **Statistics**

Integration in Adobe Analytics and Google Analytics for both Flash and HTML5 players

▶ **CRM**

Integration to EPiServer, Escenic, Atex, and Hybris. Lemonwhale API enabling fast integration to other CMS. Special features available for Wordpress enabling auto-publish direct from Lemonwhale Recorder.

▶ **DRM**

We are well familiar with available DRM systems and know what is takes to get the most out of them. The mission is to minimize the number of DRM systems in use securing efficient operation. Our recommendation is to use Adobe Access for Flash, Apple Fairplay for Apple TV, iOS and Android. Microsoft PlayReady can be used for Silverlight

▶ **Payment**

Monetize on your live casts using our Payment integration with PayEx. On customer request we activate other payment options, such as Paywall or any other payment provider.