



# Nimbus

High-Definition Smooth Streaming Video Platform

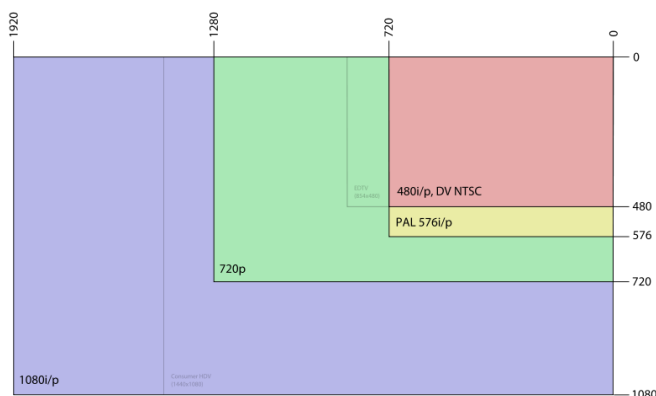
## Introduction

Video delivery over networks has always been a challenge. The networks we use today were never designed for media, and drastic differences in bandwidth from one location to another only creates frustration for content creators, network administrators, and viewers.

Nimbus provides a comprehensive solution to this problem, leveraging the absolute best technology and distribution available today to deliver a great High-Definition experience to your viewers.

### What is High Definition, anyway?

The term “High Definition” is thrown around a lot as a buzzword to describe content that may not be High Definition (or “HD”). For media to be considered HD, it must have at least 720 vertical lines of data (or 720p), represented by the green area in the figure below.



With Nimbus, when we say High Definition, we mean it – 720p and up.

## The Nimbus Approach

Nimbus takes away the complications of media infrastructure, making it easy to **deliver the best streaming media experience in the world** to your viewers. That’s not just talk – we have strategically targeted four key areas of media delivery that make this possible: **Technology, Encoding, Management Workflow, and Content Distribution.**

## Technology

### Silverlight

Nimbus leverages the only technology to date that is built from the ground up to provide a high quality streaming experience, Microsoft Silverlight.



Silverlight is already installed on the majority of PCs and Macs on the web today, and offers much higher performance than other web plugin technologies (namely, Flash, Java, and QuickTime).

### Smooth Streaming

If you’ve ever worked with traditional Windows Media, Flash Video, or even watched a YouTube video, you have experienced a **quality compromise** – that is, you’re watching a quality of video that may be much lower than what your connection can handle.

In most streaming video platforms, you have to choose between a bitrate that is decent enough for most viewers to see a reasonable quality, but poor enough that viewers with slower connections won’t see frustrated “buffering” stops and starts. It’s time to change that.

**Nimbus uses next-generation Smooth Streaming technology**, eliminating this problem altogether. Nimbus automatically makes your content available in **eight different bitrates**. Nimbus will automatically adjust on the fly to your viewer’s changing network conditions, carefully calculating and delivering the best possible quality level – but with no buffering and almost no waiting. For example, viewers watching over a slower

3G cellular modem will still see a smooth, lower quality stream, but viewers on faster broadband connections will experience your pristine, High Definition quality.

We make it easy for viewers to see their current speed, right in your player.



Your viewer's bitrates are also reported back to your administration control panel, for easy viewing.

## Encoding

Nimbus takes the complexity out of encoding your media for online distribution – in fact, you don't even have to worry about it.

Simply upload your video in any standard format (Windows Media, QuickTime, MPEG, AVI), and Nimbus does the rest. Our dynamically scalable network of dedicated encoders ensures that we start encoding and preparing your video for online distribution the moment we receive it.

### SmartEncode Technology

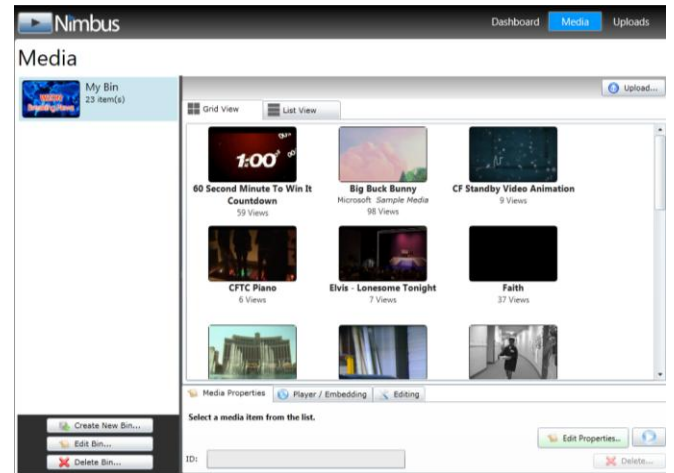
Our proprietary **SmartEncode Technology** works to make sure you're getting the best quality for your dollar. With some cloud encoding providers, low-quality source video is actually encoded and upconverted as though it were High Definition quality. This translates into wasted disk space, wasted distribution bandwidth, and ultimately, wasted money.

SmartEncode automatically analyzes your video format, size, bitrate, and a few other key parameters to calculate the perfect quality levels for your content.

## Management / Workflow

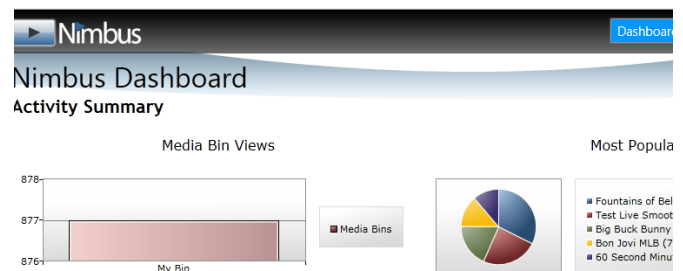
### Easy Interface, right in your browser

Nimbus makes it easy to manage your media, with a rich, web-based interface. Only a browser is required to upload, organize, and configure your media from any computer with an internet connection.



### Real-Time Analytics

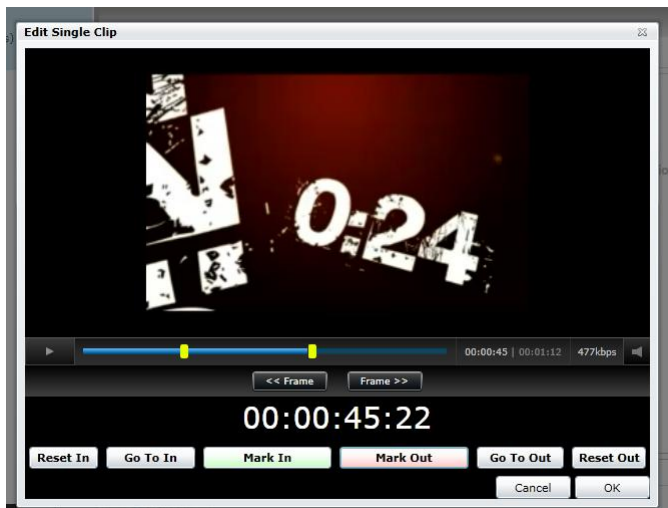
Powerful analytics tools help you analyze how your content is being used and viewed.



Nimbus even provides real-time information, giving you the ability to see what videos are being watched at the current moment, with quality/bitrate information.

## Clip Timeline Cropping

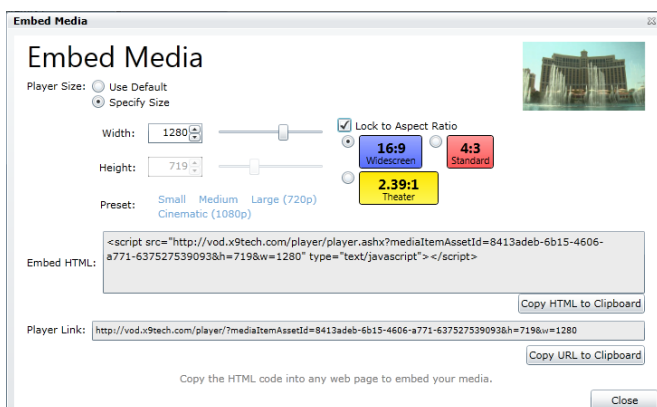
Nimbus allows you to instantly crop your clip timelines. Trim excess pre-roll or post-roll content from your video with an online clip editor.



Much like a desktop video editor with full seek/scrub capabilities, marking your start and end point is easy. Changes take effect instantly for your viewers, with no post-rendering or processing required.

## One-Line Embed

Embedding your video in any web page, blog, or Content Management System is as easy as pasting one line of code. Nimbus provides an easy-to-use embedding utility that generates the HTML code automatically.



Choosing the size and aspect ratio of your player is easy and optional. If you don't want to embed your player, Nimbus provides a hyperlink to a predefined web player.

## Uploading in Three Clicks

Uploading your content to Nimbus couldn't be simpler. From within your browser, just select your video and click Upload; we do the rest. That's it – really.

## Web Services API

Integration with existing systems or custom automation is possible through the Nimbus Developer API.

## Content Distribution

The quality of your video delivery is only as good as the network delivering it. With Smooth Streaming, a Content Distribution Network is required to deliver a consistently high-quality experience to your viewers. Nimbus is built on top of some of the finest CDNs in the world.

## The Absolute Best

When we say the absolute best, we mean it. By default, your content is delivered through Akamai, using a platform of over 61,000 servers globally. Akamai, rated the #1 CDN in the world, is the same network used to power the Vancouver Winter Olympics, Monday Night Football, NBA Online, FOX Media, and many other large-scale content operations. Your viewers are automatically and seamlessly routed to the closest high-speed server in their geographic location.

## You're In Control

We offer other Content Distribution networks as well. You can use the network that suits your needs, and you can even integrate your own content caching servers in large corporate enterprise networks for additional cost-savings. Routing is changed with just a couple clicks and takes effect instantly.

## Summary

Nimbus provides a truly global platform for High-Definition Smooth Streaming, for customers that simply want to offer a rock-solid media experience for viewers. Get started today at **NimbusHD.com!**