

PRESENTING



MachBlue Smart Screens

Deliver engaging multimedia experiences across any device with the most robust and efficient platform for providing Flash and HTML5 in closed embedded software environments.

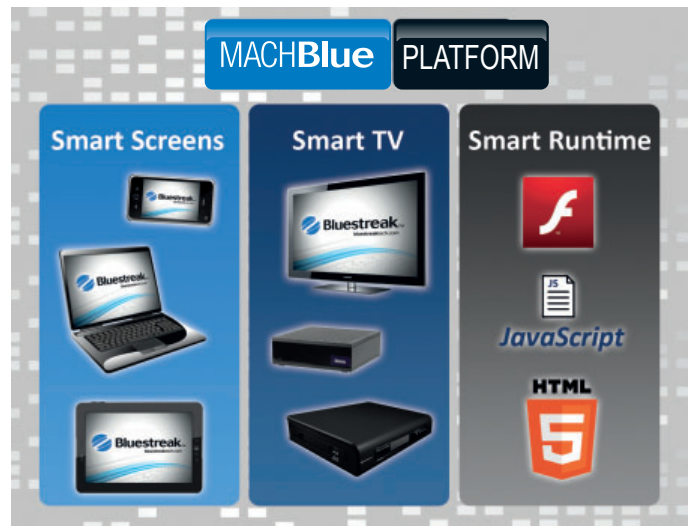
BLUESTREAK ENABLES VIDEO EVERYWHERE



A SINGLE SOFTWARE PLATFORM FOR ALL YOUR VIDEO EVERYWHERE NEEDS

MachBlue Smart Screens is a multi-screen solution providing network operators, content aggregators and system integrators with the capacity to deliver cross platform payTV and over-the-top (OTT) video services. It enables operators and content aggregators to distribute their content anywhere (on operators' managed networks or over the top) on any device (set-top box, connected TV, tablet, smartphone, etc.).

The solution also enables operators' managed devices to access OTT applications and local network video content.



PRESENTING MachBlue Smart Screens

MachBlue Smart Screens includes the following components:

Video Everywhere applications:

• **Managed TV Services:**

- Linear TV
- Electronic Program Guide
- Video On Demand
- Personal Video Recorder (both local and network based)

• **Over The Top Applications:**

- YouTube
- BBC iPlayer
- RSS reader
- CNN News
- Blinkx
- Flickr
- Twitter
- Facebook

Implemented on many devices (TV, PC, tablet, smartphones and game consoles) on any environment (closed or open)

Video CAS/DRM Integration:

- **Verimatrix CAS**
- **Playready DRM**

MachBlue Smart Runtime and Middleware stack for closed environments:

• **MachBlue Smart Runtime XT:**

- HTML 5
- Flash 10

• **Full hybrid TV middleware including support for:**

- IPTV
- DVB-T, ATSC
- DLNA
- Local PVR

MachBlue Smart Screens Proxy:

- **A lightweight application proxy that integrates MachBlue Smart Screens application from vendor specific Content Management Systems and IPTV service platforms**

Notable Use Cases:

MachBlue Smart Screens allows operators and content aggregators to quickly deploy their pay TV content across a large number of managed (STB and managed PC) and unmanaged (tablets, smart phones, game consoles, etc.) devices. Below are a few notable use cases enabled by MachBlue Smart Screens:

Seamlessly blends search and access to managed and unmanaged content from any device.

Using the Search function, all content is indexed and can easily be found irrespectively of their source and location.

Did you forget to record your favorite show?

From the EPG on your mobile phone, you are able to set up a recording. Then the show will be recorded on the network PVR. Later on, you can watch the recording on your PC, TV, smartphone or tablet.

Companion screen: Turn your tablet into a remote control

The EPG on the tablet can tune the channel on the TV or change favorite and parental control settings for any device. The tablet's keyboard can also be used as a remote keyboard for the TV to enter text for searches, chatting, email and forms.

Bookmark Everywhere: Stop and play from one device to another

You can pause a movie on your TV before leaving home.

You can resume playback and watch the rest of your movie on your mobile or any other device at the exact point where you paused it.

MachBlue Smart Screens Feature List

| Feature | STB | iOS | Managed PC | PC/ MAC Browser | Android | PS3 | xBox | Samsung TV |
|--|-----|-----|------------|-----------------|---------|-----|------|------------|
| Cloud based Application Settings | X | X | X | X | X | X | X | X |
| Device Authentication | X | X | X | X | X | X | X | X |
| Video Banner | X | X | X | X | X | X | X | X |
| Video Bookmarks | X | X | X | X | X | X | X | X |
| Pause on one Device and Resume on another device | X | X | X | X | X | X | X | X |
| Closed Captioning | X | | X | | | | | |
| STB Remote Control | X | | X | X | | | X | X |
| Content Search | X | X | X | X | X | X | X | X |
| Remote Diagnostics | X | | | | | | | |
| Emergency Alert System | X | | X | | | | | |
| Electronic Program Guide | X | X | X | X | X | X | X | X |
| Favorite Channel List | X | X | X | X | X | X | X | X |
| Linear TV support | X | X | X | X | X | X | X | X |
| Multi-Room Local PVR | X | X | X | | | | | |
| Network based PVR | X | X | X | X | X | X | X | X |
| Trickmode control policy (VOD) | X | | X | | | | | |
| Trickplay support (Linear TV) | X | X | X | X | X | X | X | X |
| Upsell features | X | X | X | X | X | X | X | X |
| User Behavior Logging | X | X | X | X | X | X | X | X |
| User Profile Management | X | X | X | X | X | X | X | X |
| Video On Demand | X | X | X | X | X | X | X | X |
| OTT apps support (YouTube, blinkx, Flickr, Twitter and Facebook.) | X | X | X | X | X | X | X | X |
| Multicast / IGMP v2 | X | | X | | | | | |
| AC3 audio (Dolby) | X | | X | | | | | |
| Multicast / MPEG2-TS | X | | X | | | | | |
| RTSP / MPEG2-TS / H.264 | X | | X | | | | | |
| H.264 video | X | | X | | | | | |
| HTTP Live Streaming | X | X | X | X | X | X | X | X |
| Verimatrix CAS | X | X | X | X | X | X | X | X |
| DVB-T/ATSC support | X | | | | | | | |

Additionally, Bluestreak Technology also offers to MachBlue customers:

- Bluestreak Creative Labs Consulting Practice:** The crown jewel of Bluestreak Creative Labs is our deep expertise in the target devices that are your users' entry points to your TV, mobile or video services. Our designers and application developers have honed their skills over years spent optimizing user experiences across embedded devices environments for many of today's largest operators and technology companies. With over 100 man-year of cumulated experience in Video Everywhere application design, our team has the unique insight to bring out the best of your unique platform.

ABOUT BLUESTREAK



ABOUT BLUESTREAK TECHNOLOGY

Bluestreak Technology is the leader in enabling Video Everywhere. The company's MachBlue™ platform provides content owners, device manufacturers, and network operators with the ability to deliver an optimized over-the-top (OTT) video experience to any device. Bluestreak Technology's products are embedded in over 25 million connected devices today, delivering outstanding video services optimized to run across multiple screens, including connected TVs, set-top boxes, digital media players, smartphones, and tablets.

Bluestreak Technology products are deployed by the largest connected device vendors and content providers in the world, including Bouygues Telecom, DivX, Mitsubishi, NDS, Orange, Panasonic, Sagemcom, Soft@Home, Time Warner Cable and Videotron. Additional information is available at www.bluestreaktech.com, +1 (514) 448-7662, info@bluestreaktech.com, or Twitter: @Bluestreak_Tech.

CUSTOMERS AND PARTNERS



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