

AVS Video Solutions

Video innovation AVS Video Solutions: a new continuation of ATDI solutions



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Personal computers and the internet have become such a regular part of everyday life that it is hard to imagine life without them. As home computer popularity grows, the desire for dynamic high resolution visuals has also grown. At the same time, business and service providers are seeking better solutions to expose their products. As an answer to this growing market ATDI has created AVS Video Solutions with advanced technology in online video streaming.

AVS Video Solutions are the most complete online live broadcasting solutions for managing, distributing and commercialising events. These innovative solutions will allow companies to broadcast and advertise video content in high definition using full screen display in real-time or VOD.

There are three main solutions: AVS Live, AVS Metrics, and AVS Ad-Serving. Each is aimed at different commercial functions;

- AVS Live: handles any type of live event with user interaction
- AVS Metrics: measures your users in real-time
- AVS Ad-Serving: optimises the quality of your online promotion

The main features of AVS Video Solutions are:

- Distribution of live content
- To enable interactive communication
- To improve audio and visual quality
- To maximise commercial potential

With these solutions, companies will be free from difficulties such as incompatibility with navigators and insufficient capacity of networks. In addition, the systems overcome the operating system barrier and so improve your productivity. Each solution is available on multiple platforms (PC and Mac Intel), so there will be no limitation in operating systems to stream the contents.

AVS Video Solutions have opened doors for large multimedia events such as sports, concerts, and festivals, to be broadcast live into homes worldwide, reaching millions. These new advances will allow audience enjoyment and involvement in ways never before imagined by live show providers and advertisers alike.



AVS Live, webcast your events using HD and user interaction in real-time

Tickets for concerts and sporting events have been getting more and more extravagant every year. What if there was a way to bring the show to the fans, fans that would be willing to pay for tickets to view their favourite musicians and sports stars from the comfort of their homes? What if they can enjoy the show with their friends whilst having a party at the same time? What if they want to know what is going on behind the scenes?

AVS Live will satisfy that audience. AVS Live delivers concerts, cultural events, sports, or any kind of live event to audiences in real-time. Vivid visuals in high definition with multi camera angles, multi language support, and a photo diorama will highlight your events.

With multi-camera ability, viewers can interactively pick the camera angle at will. Also, using the Picture in Picture (PiP) function, audiences are able to choose what to view. In other words, the PiP allows them to select any audio-visual clip or image file, even PowerPoint files, and use it as either the background or an over layered image for their own broadcasting.

Users are free to choose their favourite language. There will be up to three language options in the audio flow. This function will be the most complete user convenience in this multi cultural society.

The two-way communication function will help your audience to be involved in the show more actively. Users are able to participate in online discussions or have conversations with other users during the show.

AVS Live will bring to life a new era of multi directional web broadcasting. Audiences will experience endless enjoyment through the unique functions.

Ready to play: AVS Live with Silverlight

AVS Live uses Microsoft Silverlight, which delivers Compelling Cross-Platform Experiences that includes High Definition video and sophisticated Net-based rich interactive applications on major browsers for the Mac, Windows and Linux.

Download Silverlight <http://www.microsoft.com/silverlight/resources/install.aspx#sysreq>

Control the Access

The accesses are managed by login/password in the back office and completely personalised (duration, validity in time, etc). The pages of the live show in HTML are available for customisation by the broadcaster. Also, the number of viewings is manageable in the console by using the functions of security dependent on the DRM (option). The time validity is managed in the console (date of beginning, completion date). The launching time will depend on the time zone where the event and the end-users are.

Technical specifications

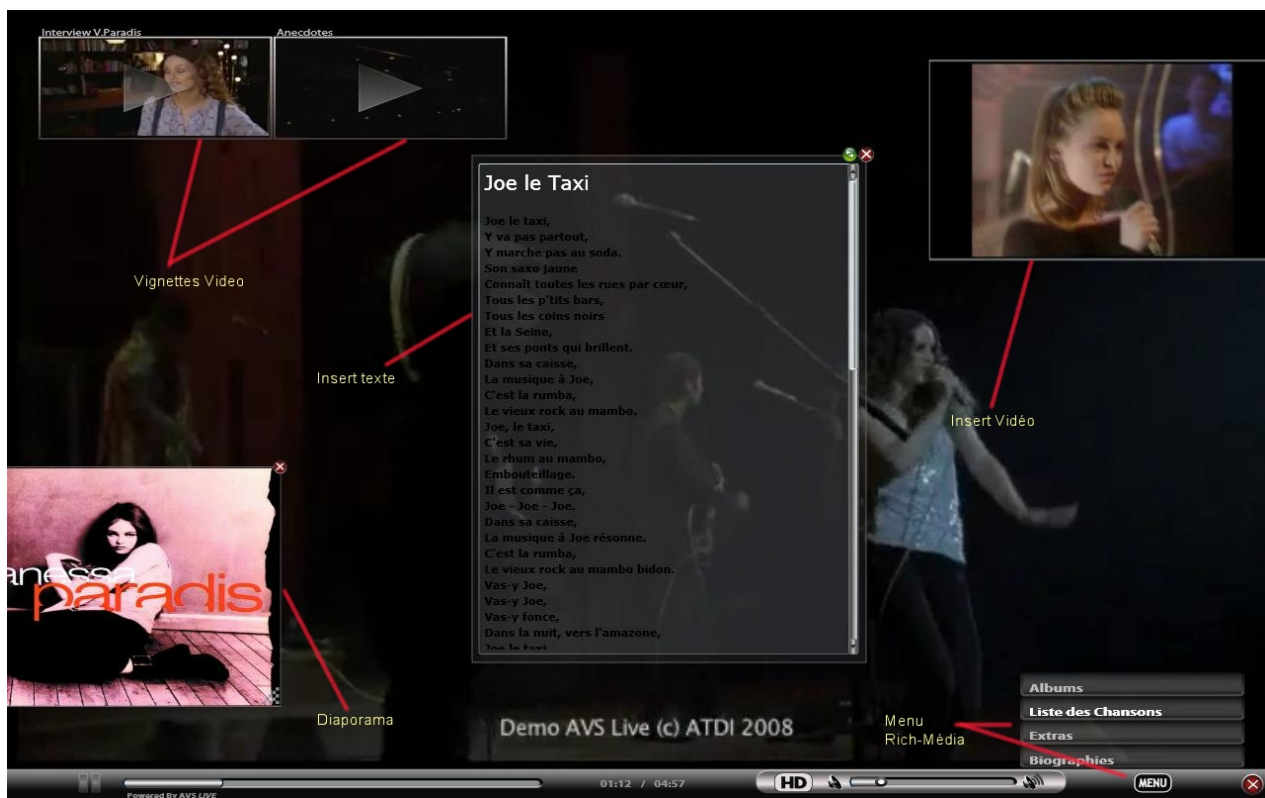
Rich-media & time code

Technically, all flows are time codes that make it possible to stream all the sequences and screens of secondary flows at will.

Flow	Designation	Flow
V1	Flow principal Video HD	>= 1500 Kbps
V2	Flow Principal Video SD	>= 700 Kbps
R1	Diaporama	n.a
R2	Insert textes+images	n.a
R3	Insert textes	n.a
R4	Interactive functions	n.a
R5	Logo	n.a
T1	Video label 1	>= 40 Kbps
T2	Video label 2	>= 40 Kbps
T3	Video label 3	>= 40 Kbps
Vi1	Video insert 1	>= 150 Kbps
Vi2	Video insert 2	>= 150 Kbps
Vi3	Video insert 3	>= 150 Kbps
B1	Bar events horizontal real time	n.a
B2	Cat	n.a

Example: At the beginning of a concert, content providers can broadcast the arrival of the musicians, the backstage preparation, the interview of the musicians, lyrics of the songs when the concert is “on-air”.

Furthermore for commercial purposes, the providers can display the album cover and images of the musicians, which can also be ordered online, the logos of the sponsors’ depending on their time selection, etc. At the same time, they can advertise upcoming concerts and events.



Two-way user profiles: Broadcasters & Producers

The broadcaster allows the unlimited creation of live events broadcasting for an unlimited number of “producers” who determines the modes of display, Live or VOD (possibility of reviewing an event at any time). The insertion of the player in page HTML (php/asp/java,...) of the customer (the main page of the live show webcasting).

Plan and broadcast your own live events

The broadcasters can decide when they implement webcasting in accordance with the time zone of their target end-users. For example, if the live show is activated between 20/11/2008 at 00:00 and 22/11/2008 23:59 in time zone GMT+1 Paris, the Canadian user (GMT-5), there will be an access period between 20/11/2008 to 18:00 and the 22/11/2008 to 17:59. If the end-user tries to access before the date of show, there will be a message such as “this show will be available on the 20/11/2008 to 18:00”. If the end-user tries to access after 22/11/2008 17:59, perhaps the message will be “this event is no longer available”?

Main features:

- Inserting advertising only and/or delegated to producer
- The content provider profile makes it possible to interact on the contents of each Live (videos, text...)
- Unlimited live events broadcasting
- Unlimited streaming
- Switch HD or SD

- Volume and sound control
- 3 Audio tracks for multi languages
- Buttons for reading/pause in mode VOD
- Customisation of pages of live events
- Management of access: each live show is distributed for a given list of audiences, audiences being identified by a login/password process. It is also possible to expose without access control by import/export of the lists in format CSV.
- Control of the number of loading
- Inputs/Outputs:
 - To 2 principal flows (Video SD and HD)
 - To 3 video inserts (Video SD)
 - 1 diaporama function of Slide Show
 - 1 text and photo set of Biographies
 - 1 text of playlist
 - 1 downloading function "Download Files"
 - 1 advertisement for upcoming live event
 - 1 logo

An AVS Live Concert Case <http://avssolutions.atdi.fr/demo/internal/v1/vanessap/>



AVS Metrics: Measure your audience in real-time.

Measuring an audience is a crucial strategy for all companies. With AVS Metrics, companies will determine who their target audiences are and what sources they have to use. Thus companies can follow more than ten different parameters which will allow them to analyse audiences' behaviour in real-time. Progressively, AVS Metrics can generate the exact figures of the contents consumption, and the key facts which will guide companies to their stakeholders wants and needs strategically.

For each video flow which is entrusted to us, AVS Metrics places the interface of advanced video metrics consultation: AVS Metrics is based on a powerful AD-server (Open X, resulting from the Open world Source).

Moreover users can have the information produced by the number of statistics processes, the time of multitude and the hardware configurations of the visitors.

Companies keep control of the communication with their customers through the accurate feedback available and will be equipped with the knowledge to determine the most optimised content, timing and duration to satisfy the audience precisely.

Main features

Functionalities of VOD

Dashboard - complete statistics by video streaming-comparative tables of the contents consumption

- Active video sessions
- Videos viewed at the time of webcasting
- Flux interns and externs
- Access referents, car-referents, partners, direct, search engines
- Checking Log in and out
- The number of videos
- Connections
- Completions
- Rate of completion
- Single visitors

- Number of returning visitors
- New visitors
- A number of sessions videos
- Total time of viewing
- Average time of viewing per visitor
- Average time of viewing by video
- Average of videos seen by visitor
- Average of videos seen by session
- Ratio of video reading 0% to 100%
- Geo-localisation, country, areas, cities
- Organizations
- Suppliers of access Internet
- Technical data of the visitors
- Poured plugiciels
- Poured fritterers
- Poured operating systems
- Colours of screens
- Resolutions of screens
- Witnesses
- Speed of connection
- Java
- CPU



AVS Ad-Serving: Advertise your products and services with the most effective audio-visual tools

To advertise video content is extremely expensive and if one does not use good development tools the investment can be wasted. With AVS AD-Serving, advertisers will be able to maximise commercial potential. The simultaneous production with the AVS Metrics, AVS AD-Serving will lead companies to the creation of audience-oriented commercials and distribute at the right time to their target customers. Advertisers will be able to release 10", 15" or 20" advertisements in High Definition, full screen display, reaching 30 million audiences per day.

AVS AD-Serving combines an excellent opportunity with perfect flexibility. It is distinguished as a unique product as the following points will demonstrate:

- Remote loading is unnecessary, unlike many video gateways which impose the systematic remote loading of often heavy software. AVS AD-Serving is compatible with any operating system and navigator. Only the presence of plug-in Flash is needed (rate of penetration of 98% of the world data-processing).
- AVS AD-Serving supports the following video formats: QuickTime H.264, MPEG 2, MPEG 4, Video Flash, DivX, and Windows Media. These guarantee the distribution of audio-video contents without risk of bad interpretation of format.

AVS AD-Serving propose the following projections:

- Setting online and distributing instantly
- Streaming real time
- 5 times higher efficiency than the average video advertising
- Supporting multi formats, multi navigators, multi operating systems
- Double encoding (HD/SD) for a universal access
- Terabit Network with mirrors ensuring a permanent and world availability
- Videométrie in real time, statistics of consultation and completion by flow
- Lodging of flows on waiters' high availability.

AVS thus ensures the setting in line of video advertising of very High definition, thus making profit with its customer's last projections as regards to diffusion on line.

A Case: AVS Ad-Serving (Video advertising in HD) <http://www.bmw.es/es/es/>