## DMX Technologies – Digital Media and ICT Solutions

DMX Technologies Group Ltd well known as "DMX Technologies" provider Digital Media Solutions, ICT Solutions and Mobile SaaS Solutions, was founded in 1999.



## About the DMX Group

DMX Technologies Group Limited (the "Company") is a leading information technology enabler and provider of a wide range of ICT solutions.

The Group specializes in providing integrated IT solutions to enable telecom operators, cable TV operators, mobile operators, media corporations and enterprises to deliver enhanced services to their end-users. Its solutions range from providing service operators and enterprises with network security, network management, and optimization.

The Group's dedication in research and development translates into innovative tailor-made solutions that empower our customers to deliver feature-rich and effective multimedia services through Internet, cable TV, terrestrial broadcast, satellite, and mobile networks.

The Group owns a suite of proprietary multimedia software, which provides a platform for the delivery of enhanced TV and interactive value added services over broadband, cable, mobile, or other network media. Our professional services team works side by side with customers to forge enduring and mutually beneficial relationships.

## Digital Media Solutions

- **Content Delivery Network**



DMX Technologies' cross-platform video content delivery network is a proven-reliable approach to delivering greater customer satisfaction and increasing sales. The user's proximity to your web server has an impact on response times. Deploying your content across multiple, geographically dispersed servers will make your content load from the user's perspective.

> *But where should you start?*



A content delivery network (CDN) is a collection of web servers distributed across multiple locations to deliver content more efficiently to its users. The server selected for delivering content to a specific user is typically based on a measure of network proximity. CDN facilitates and optimizes the management and delivery of static or streaming content over IP networks, corporate intranets, extranets, and the Internet. It is especially well suited to streaming audio, video, and IPTV programming.
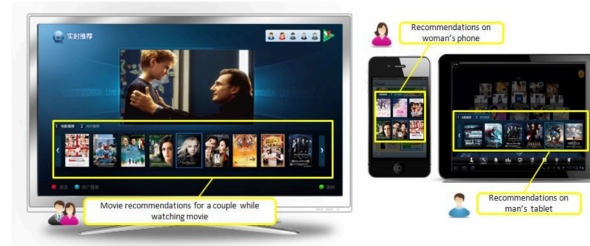
**Features**

- Automatic server availability sensing with instant user redirection.
- Enhanced data backup, archiving and storage capacity
- Less jitter, fewer network peaks and surges, and improved stream quality
- Allows CDN operators to deliver HD quality content with high QoS (Quality of Service), low costs and low network load
- Increases content availability and protects against server overload through load balancing, caching and routing optimization

- **Convergence Enabling**

A fresh take on digital consumption. An advanced breed of convergence service operator to embrace the myriad consumer devices available to the modern user.

Based on Fixed Mobile Broadcast Convergence (FMBC) technology developed by KDDI's R&D labs, the new service is a fresh take on digital consumption that employs converged access portals, a web-assisted recommendations engine, ambient adaptive viewing, and location-aware preferences. The platform allows an advanced breed of convergence service operator to embrace the myriad consumer devices available to the modern user.



## Features

- **Multi-source Content Portals**

Better utilizes the strengths and assets of a converged operator, ensuring maximized returns on expensive infrastructure. Targets the mobility and diversity of subscriber devices.
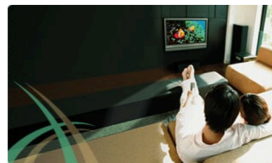
- **Web-Assisted Recommendation Engine**

Accesses a dynamic gold mine of always-fresh social buzz that's transparently associated with other content being served. Increasingly important in the FMBC arena, this engine leverages an operator's asset library alongside the borderless database of social networks, blogs, news feeds and online media.

- **Ambient Adaptive Viewing**

Enjoying a complete video whilst travelling might not be convenient nor attractive. Adaptive viewing presents users with a new way to view video on the move, with high quality, comic-style renditions of full programs. Mobilized video is not just about squeezing content onto a small screen, or condensing a high-quality version over a lower bandwidth. Ambient viewing automatically packages video in a format that provides for fast and silent viewing, whilst adapting to the strengths of the mobile device.

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- **Digital TV Solutions**

Comprehensive and tightly integrated end-to-end Digital TV solutions. Highly flexible and adaptive infrastructure allows a smooth digitalisation process and helps broadcasters to expand their business and roll out new services without hassles.

DMX Digital TV Solution offers broadcasters a comprehensive and tightly integrated end-to-end DTV solution; from content aggregation, management, and protection at the integrated headend; to user interface and content presentation at the viewer's end. The highly flexible and adaptive Stable Service Support Infrastructure allows a smooth digitisation process and allows the broadcasters to expand their business and roll out new services hassle-free.

**Future-proof investment**

DMX Digital TV Solution adapts smoothly to the changing business environment and various industry standards from Cablelab, SARFT & IPTV forum.

**Cost-Effective**

- DMX Digital TV Solution is equipped with a highly scalable, integrated headend platform that allows a decreasing cost per channel as the number of subscribers increases
- Soft client-based content protection approach allows services to be rolled out economically
- The flexible configuration allows the system's structure to be based on a subscriber/revenue basis

**Features**

**Enriched Experience**

- DMX Digital TV Solution offers viewers the ultimate control over what to pay for. In addition to conventional packaged services, its pricing engine allows flexible charging models such as channel-by-channel, etc
- DMX Digital TV Solution offers viewers the greatest choice in how they view the program; be it as live broadcast, video on demand, time-shifted TV, pause live TV or as a PVR program

**Unparalleled Flexibility and Scalability**

- A highly flexible, scalable, and integrated video headend platform. Video servers can be deployed centrally, distributed or in hybrid modes for efficient service delivery using a robust Content Delivery Networks (CDN) platform

**Integrated Headend**

- An integrated, all-inclusive platform to digitise, encode and process incoming video signals

**Interactive TV**

- Enables revenue-generating value-added interactive services such as quizzes, gaming, voting, and advertising
- Opportunistic data insertion to increase bandwidth efficiency

**Conditional Access**

- Protects the contents delivered to subscribers
- Multi-service conditional access system, e.g. IP data, PPV & on-demand video
- Proven and widely adopted
- Wide selection of STB

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- **IMS VoIP**

A brilliantly simple, compact, and total solution line-up that minimizes the risks associated with complicated interoperability.

IMS (IP Multimedia Subsystem) is a



platform designed to deliver robust functionality, high availability and multimedia session support for tomorrow's converged service networks. The IMS platform accommodates all-IP voice/multimedia networks that support distributed intelligence, centralized routing, border security controls, and multi-vendor interoperability.

IMS VoIP is the IP voice solution based on unified communication that integrates voice, data, and video. IMS VoIP combines various hardware communication tools (e.g. PC, Fax, IP phone, WiFi phone, dual-mode/BT handset, etc) together with office software (e.g. MS Office, Messenger, groupware, email, CRM, etc) to enhance work efficiency and labor