

AVS LIVE performance



standard



AVS LIVE

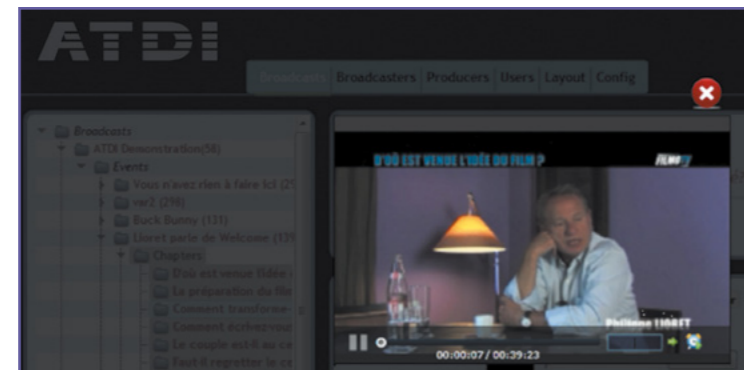
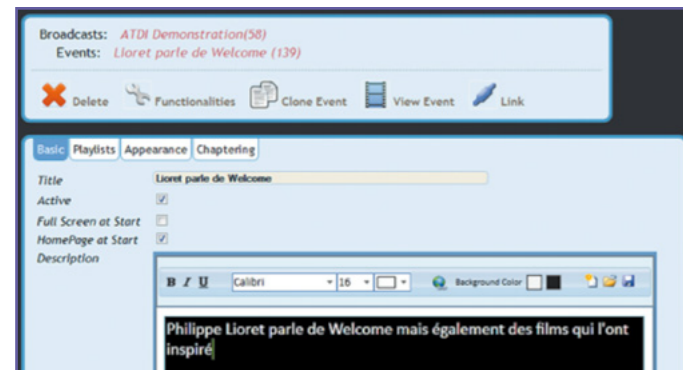


AVS LIVE

AVS LIVE back-office operation

AVS LIVE has a very user friendly back-office that allows to cut administration and development costs. After logging in with login and password, simply upload all video, photo or text information in order to customize diffusion of the event.

It is easy to upload, change and delete content at anytime as well as add time coded rich media inserts.



ATDI

Established in 1991 and headquartered in Paris, France.
Provides software solutions and related services for telecommunication industry

Expertise

Software development
Communication technologies
Imaging
Project management

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ATDI AVS LIVE

fullscreen
interactivity
webTV social-links
ad-inserts web-doc
multilanguage
creative audio
synchronization
rich-media
VOD
HD text video
1080p adaptive
streaming platform
e-shopping
e-learning
multimedia online
e-commerce
video-in-video
entertainment
player

art & media
publishing division of **ATDI**
www.atdi.tv

AVS LIVE

allows to broadcast, manage, distribute, archive and monetize enriched multimedia content in high definition Live or VOD.

AVS LIVE return on investment

Providing the best possible user experience enables a fast return on investment:

- Customizable platform allows a unique result: Automated generation of video web sites
- Interactive platform (enhanced story telling) results into longer connection time
- No development cost, no infrastructure cost, no administration cost, no diffusion cost
- Unlimited connected users
- Unique multimedia experience is attractive (high definition, mixed content)
- True Live events: consumers are ready to pay for such a service
- Ad insert is an additional way of increasing the return on investment

AVS LIVE value proposition

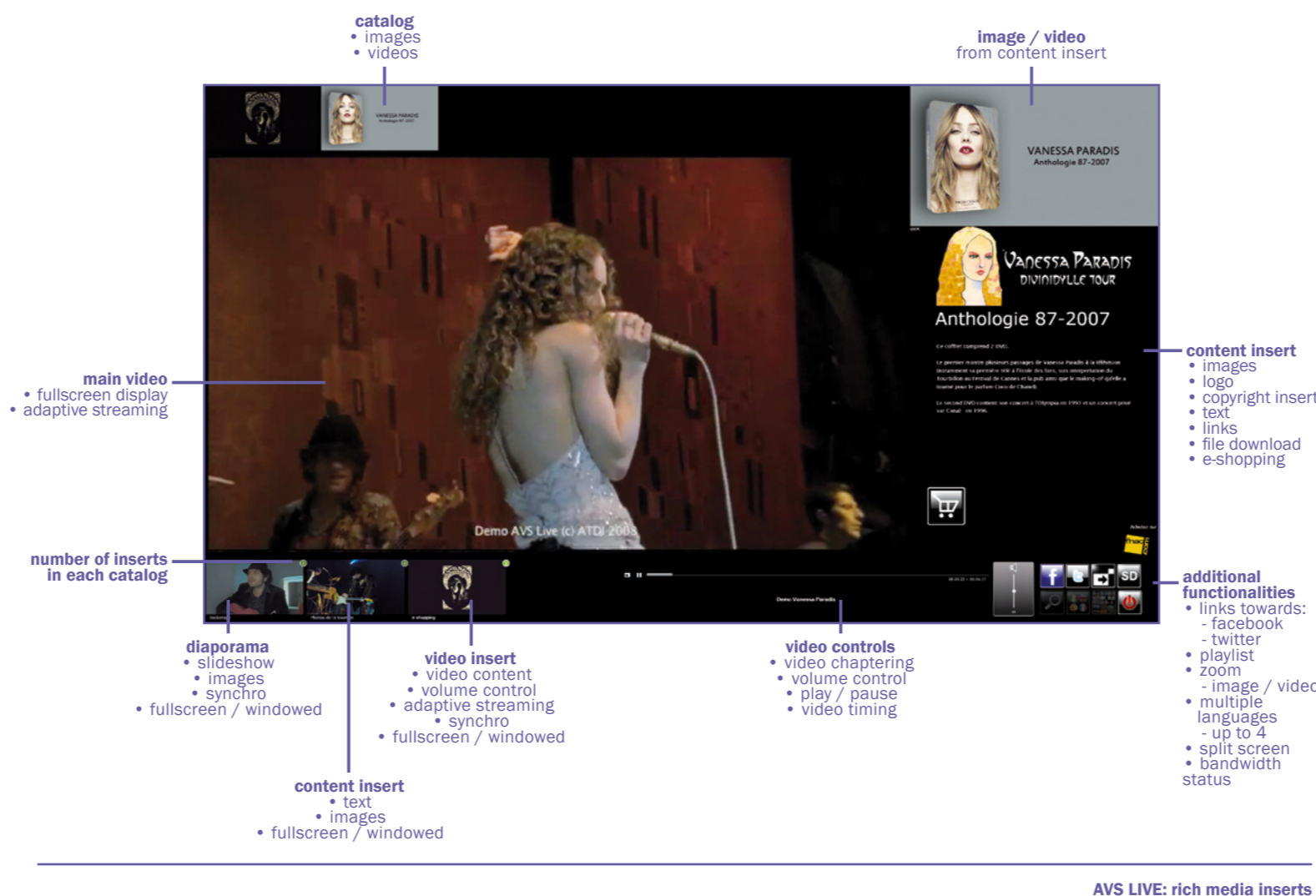
- Best-in-class multimedia experience
- High quality video (adaptive streaming) both Live and VOD
- Unique and advanced video capture techniques (such as Red camera)
- Video-in-video and hyper-video
- Interactive, features rich media inserts (video, pictures, audio, text, ads)
- Time coded content and synchronization
- Maximizes commercial value
- Flexible platform, customizable
- Upgradable content, easy to use (no development required)
- Smooth platform upgrade
- Complete turnkey solution (including A/V capture, hardware, encoding, production, editing, diffusion, etc.)

Live and VOD events featuring rich media content (video, audio, text, ads, links, e-shopping...)

AVS LIVE - the future of the internet today!

New economic model of HD video diffusion

AVS LIVE new TV is on!



AVS LIVE features

- Multiple video broadcasting/adaptive streaming
- Unlimited video streams
- Custom features (catalog, slide show, video inserts, text, links)
- Video content synchronization
- Time-coded rich media (pictures, audio, text, ads)
- Views in full screen or window display
- Video chaptering, playlist
- High video resolution: up to 1080p
- Zoom in video function: up to 4k (Red camera)
- Zoom in picture
- Upload of any digital content
- Upload of commercial information
- Links
- Viral marketing with links to Facebook, Twitter
- Multiple languages (captions, audio tracks)
- Statistics included
- Geo localization, audience measurement by geographical locations (country, area, city, postal code)
- User's Internet bandwidth

AVS LIVE scenarios

VIDEO-CENTRIC WEBSITE • CREATIVE WEB TV

PRODUCT LAUNCH/PROMOTION

"Welcome" of Philippe Lioret
Film presentation with interviews, photos, making-of...

LIVE EVENTS (MUSIC, SPORT, FESTIVAL ETC.)

Prix Constantin Music Awards 2010
Press conference and resultats diffusion

BNP Paribas Masters for the Federation Francaise de Tennis
Web radio

E-LEARNING/CONFERENCE

CFDT Congress
32 hours of live diffusion

WEB ADVERTISING/TEASING

Porsche Panamera advertising campaign
Interactive 3D Cube

WEB DOCUMENTARY

"20 ans d'Antenne" of Thierry Ardisson
Time coded archive time-coded video contents

E-SHOPPING

Agnès B - Sprint / Summer 2009
Interactive video with e-shopping

ART

Exhibition of Edouard de Pazzi
I-Space, new form of interactive art presentation
Interactive touch video terminal in art gallery

ENTERTAINMENT

Ciné Lycée by France Télévision
Creation of online video player and DRM management

