

Press Release

Arumai Launches Development of Cloud Based Transcoding and Streaming System for Media Companies

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. May 1, 2015/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, launches the development of a Cloud Based Transcoding and Streaming System for Media Companies.

Today, content, service, and network providers including broadcasters are expanding the distribution of their On-Demand and Live offerings to the Web and across multiple devices beyond TV. Due to the increasing customer expectations, the success of media companies is dependent on the video quality they provide. Therefore, Arumai provides its high-quality end-to-end adaptive bitrate transcoding and streaming services, enabling highest quality on the Web up to HD and 4K, while keeping the distribution costs low by using the efficient HTTP infrastructure.

Chairman & CEO, P. Stephen Lamont stated “It is remarkable what wonderful products flow forth from Arumai’s disruptive patent portfolio – first Arumai-Vision™ (proprietary streaming video protocol), then Arumai-Silver Bullet Stack™ (streaming protocol base layer, DRM functionality top layer, and other relevant solutions as middle layers), and now the Cloud Based Transcoding and Streaming System for Media Companies which we are preliminarily dubbing Arumai-TranStream™.” Lamont explained, “Transcoding and streaming of audio and video content for Web delivery is an increasingly complex task with substantial requirements and costs in terms of: hardware and systems (encoders, servers, network, etc.); bandwidth & connectivity; and specialized staff for encoding/streaming.”

“It is an interesting revenue model adopted by BitCovin, Sorenson, and Elemental Technologies,” Lamont continued, “pricing off of total GB encoded with hosting and streaming as additional charges. Arumai estimates total potential of 4.5 terabytes in the motion picture industry, 208 million GB in the broadcast industry (networks, cable, satellite, and telecom), and while the numbers are not yet readily available, 270,000 GB of original programming by the streaming video providers.”

“As for pricing,” Lamont continued, “we had thought of pricing at the price point of BitCovin and going head to head, but the last draft of our SPP Phase I review sees pricing a few cents below BitCovin – lower

price and patent pending functionality is a nice gig if you can get it.”

True to form, as always, Lamont closed by stating “Arumai has always been about something much more important than patents, products, or money. It’s about values. We value originality and innovation and pour our lives into making the best products on earth, and we do this to delight our customers. I am very proud of the support that each of you have supplied. Starting at the approval of this Phase I review of Arumai’s Cloud Based Transcoding and Streaming System for Media Companies preliminarily dubbed Arumai-TranStream™, values will win and I hope the whole world listens.”