



UNIFIED VIDEO TECHNOLOGIES
MULTI-INGEST TO MULTI-DELIVERY EXPERTS

UNIFIED VIDEO TECHNOLOGIES LAUNCHES uVOD SOLUTION

White-label solution enables service providers to offer multi-screen video-on-demand (VOD) services to subscribers without heavy capital investment

Miami, Florida – July 10, 2013 -- Unified Video Technologies (UNIV), specialists in developing, integrating and operating complete high-performance media and broadcast ecosystems for broadcasters and enterprises, will reduce the technology burden for service operators with its new innovative, multi-screen VOD-as-a-service solution. Called uVOD, the white-label solution empowers telcos, cable system operators (MSOs) and internet service providers (ISPs) to quickly and easily launch state-of-the-art branded VOD services for their subscribers, without investing in costly in-house VOD technology. The service allows subscribers to access linear television channels as well video on demand.

Based on proprietary technology developed by UNIV, the newly released uVOD solution delivers content over-the-top (OTT) of the open internet to all subscriber screens and devices, whenever they choose. Available worldwide as a technology-only service, uVOD is also available in specific regions as a technology plus content service that includes a library of major Hollywood classic and new release titles. Operators may choose to adopt uVOD as a managed service, which includes provisioning, fulfillment and billing.

uVOD's per-subscriber pricing model minimizes operator fixed costs, which are generally a significant barrier for tier 2 and 3 operators seeking to add VOD services. In addition, it reduces time-to-launch to mere months, as opposed to the year or more required to design and integrate infrastructure-based VOD solutions. uVOD is also an ideal solution for tier 1 operators whose legacy VOD solutions are reaching obsolescence.

“In recent years, we have seen too many cable operators, telcos and ISPs, in their effort to offer VOD to subscribers, attempt to integrate on-premise VOD solutions,” said Pablo Goldstein, CEO of UNIV. “Often they end up being stuck with solutions that are costly, difficult to integrate, prone to delays, and often near-obsolete by the time they come online. We believe that affordable uVOD services, which are deployed in a fraction of the time of on-premise solutions and at a fraction of the cost, will enable operators to focus their efforts on the subscriber care and service at which they excel, rather than on still-developing video technology.”

Unified Video Technologies (UNIV) provides complete high-performance workflows that seamlessly perform all media processing, delivery and management tasks, from ingest to distribution and rights management. Through close consultation and collaboration with its customers, UNIV empowers enterprises and broadcasters to leverage media to advance their business goals, and applies creativity and know-how to design ideal solutions. The visionary UNIV approach is based on integrating software in the video ecosystem to optimize video quality and performance while



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minimizing operating costs. UNIV provides a range of software-as-a-service, platform-as-a-service and on-premise software solutions that enable customers to fully exploit the capabilities of their media and broadcast technology. **Visit the company's website at www.univtec.com**

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