



UNIFIED VIDEO TECHNOLOGIES
MULTI-INGEST TO MULTI-DELIVERY EXPERTS

UNIFIED VIDEO TECHNOLOGIES UNVEILS IVE; SECOND SCREEN INTERACTIVE VIDEO EXPERIENCE AS A MANAGED SERVICE

New service enables advertisers and content creators to generate first person, 360° real-time interactive content without capital investment

Miami, Florida – August 20, 2013 -- Unified Video Technologies (UNIV), specialists in developing, integrating and operating complete high-performance media and broadcast ecosystems for broadcasters and enterprises, has launched the exclusive IVE managed service, which enables advertisers and event operators to create 360° user video experiences that can be viewed in real-time or on demand using tablets, smartphones or PCs. IVE is ideal for high-impact, high-engagement campaigns that draw consumers to advertiser sites in conjunction with major televised sports and cultural events.

IVE offers each viewer a full, in-person, user-controlled spherical experience of a televised event from a central vantage point via second-screen iOS, Android and browser applications. The technology behind IVE has powered highly effective interactive campaigns by leading advertisers including Budweiser, Beck's, Shangri-La Hotels, Subaru, Louis Vuitton, Topman, Ikea and Mont Blanc, driving tens of thousands of click-throughs and hundreds of thousands of social media "shares". IVE is unique in that it is a fully managed service that requires no capital investment by advertisers or venues, and which includes camera set-up and operation, encoding, app design and streaming to software applications.

Recent statistics indicate that 85% of tablet and smartphone owners use their devices as second screens while watching TV every month, and 40% of owners do so on a daily basis. In Brazil, second screen usage more than doubles, from 40% to 83% during live games, with similar results in the UK. As a result, many advertisers are seeking compelling ways to draw consumers to their sites with game-related content during sporting events.

IVE leverages spherical view cameras and sophisticated stitching technology that produces seamless all-around video in real time. Using this technology, advertisers and content producers can design and implement captivating consumer-controlled experiences that place users at center stage, center court or right beside a racecar driver. By moving a mobile device or mouse, viewers can "turn" to see events taking place all around them and above.



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UNIV provides all IVE services and technology necessary to create valuable second-screen campaign media and opportunities to enhance brand recognition and loyalty. IVE features include content management, ad and promotion insertion, geo-blocking, security and access control, content delivery via CDN, gyroscopically-operated iOS and Android applications that enable viewers to literally “get into” the event, web applications for Mac and PC, and detailed analytics that allow advertisers to assess campaign effectiveness.

“With IVE managed service, UNIV designs and implements highly engaging second screen-based experiences that delight viewers and generate high consumer engagement and buzz, yet are completely stress-free for advertisers,” said Pablo Goldstein, CEO of Unified Video Technologies. “UNIV is pleased to provide advertisers and large venues with the technology, content management and services necessary to deliver this seamless and uniquely memorable and compelling experience for viewers. We welcome the opportunity to help viewers engage and interact more fully with televised events via this innovative and exciting second-screen service.”

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 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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