



UNIFIED VIDEO TECHNOLOGIES
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UNIFIED VIDEO TECHNOLOGIES TEAMS WITH AKAMAI AND THEPLATFORM FOR UVOD SOLUTION

White-label VOD-as-a-service allows companies to launch video-on-demand (VOD) for subscribers quickly and without capital investment

Miami, Florida, September 4, 2013 -- Unified Video Technologies (UNIV), specialists in developing, integrating and operating complete high-performance media and broadcast ecosystems for broadcasters and enterprises, has teamed with Akamai® Technologies, Inc. (NASDAQ: AKAM) and thePlatform, the leading white-label video publishing company, for its recently-introduced uVOD solution.

The innovative white-label, VOD-as-a-service solution helps telcos, cable system operators (MSOs) and internet service providers (ISPs) of all sizes quickly launch state-of-the-art, branded VOD services for over-the-top (OTT) delivery. Based on proprietary technology developed by UNIV, uVOD enables subscribers to stream and watch the content they choose on any screen or device at their leisure.

UNIV relies on Akamai, the leading cloud platform for helping enterprises provide secure, high-performing user experiences on any device, to ensure that uVOD delivers content to all subscriber screens securely and at top quality. In conjunction with thePlatform's mpx system, UNIV provides the back-end video publishing system to ingest, manage and distribute live and on-demand videos to customer websites, third-party sites, smartphones, tablets, and other devices. As a result, uVOD enables a variety of business models, including built-in ad policy management, comprehensive syndication capabilities, and support for ecommerce or storefronts.

The uVOD solution is designed for operators who cannot — or choose not to — invest extensive capital in costly and complex VOD infrastructure, but risk losing subscribers who view the service as essential. The service can be operational in a fraction of the time required to design and integrate in-house systems. uVOD is available world-wide as a technology-only service. In Latin America only, it's also available as a technology plus content service that includes a library of classic and new release titles.

Chris Drake, VP of business development of thePlatform said, "We are very pleased to have been selected by UNIV to support their new white-label video service. As part of our strategic OEM/reseller program, thePlatform is working with market innovators like Unified Video Technologies to serve the broader video market in new ways."



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“Akamai’s Sola Sphere cloud-based storage and delivery provides the global reach and scalability that UNIV needs to deliver a consistently rich, reliable and high-quality experience to online video subscribers,” said John Sconyers, senior director, VAR sales and programs, Akamai. “The uVOD service also leverages our Sola Vision workflow simplification services to offer a compelling and efficient VOD-as-a-service model for telcos, ISPs and MSOs.”

“UNIV has sought out world class partners to ensure that uVOD is the solution of choice for operators of all sizes. We have invested in creating excellent technology with features including multi-lingual support, rich program information, direct social networking and a full back office. Our collaboration with Akamai and thePlatform ensures that customers can enjoy affordable VOD services that are deployed in a fraction of the time of on-premise solutions,” said Pablo Goldstein, CEO of UNIV.

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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