Empower Plus Virtual Communications Live Streaming Video Platform

Live Virtual Streaming:

Empower Plus Virtual Communications provides online broadcasters with industry leading video and audio streaming services, including live event streaming, streaming media hosting, mobile streaming and more. Our streaming services are optimized to perfect the key elements of the online streaming process.

Empower Plus Virtual Communications will Stream high-quality video to small or medium sized audiences, both Live and On-Demand streaming is supported. We deliver High-quality or HD video to large audiences, across multiple formats, our broadcast system is perfect for established video broadcasters.

Empower Plus Virtual Communications is the ultimate streaming services provider, created in 2010 and has grown to operate as a global Content Delivery Network with clients and viewers in every continent and over 60 countries. Our mandate is simple: provide our clients the support and technology they need for a balanced cost-effective delivery of online audio and video, on any platform, anywhere in the world.
From its inception **Empower Plus Virtual Communications** committed to a unique, client-centered approach to streaming - by maintaining phone communication and support we have been able to listen to our clients and use that feedback to apply our technology expertise to traditional broadcasting wants and needs. This means we can follow the expert advice of our clients (broadcasters) by using our expertise (streaming) to build and expand the services that we know broadcasters want and need

**Our Philosophy:**

Provide our clients with the support that they need - always be available by phone, listen, and respond quickly to any concerns.

Maintain a constant focus on Research & Development - bring the highest qualified and skilled talent together to provide industry leading services.

**Our Promise:**

We promise to constantly look at industry trends so that you can concentrate on your core business of serving your clients.

We promise to deliver secure, reliable and dynamic services that are tailored to your business.

**Our Technology:**

We have pioneered or adapted all of the streaming technology that operates our systems today. Our investments in R&D and partnerships with technology and software providers has allowed us to customize a stable yet feature-rich system that can stream from any encoder to any location on the globe.

Our technology can quickly and seamlessly integrate your content into the global Internet broadcast system while our real-time online reporting puts management systems into your hands for immediate analysis and control of your streaming content.

**Empower Plus Virtual Communications LLC** provides schools and businesses with the **Ultimate Customized Virtual Broadcasting Network**. The calendar is a feature is used to schedule programs, as well as broadcast events. In addition, delivery is available to all standard devices including:
- Desktop Mac and PC Laptops
- Mobile including blackberry, iphone, ipad and android
Network and Innovation

Empower Plus Virtual Communications provides a complete range of live and on-demand streaming solutions, serving adverse client base - from traditional enterprise broadcasters to individual internet streamers. Our streaming services are optimized to perfect the key elements of the online streaming process:

Acquisition, Distribution and Analysis:
Empower Plus Virtual Communications has pioneered most of the streaming technology that operates its systems today, and continues investing significant amounts of resources and capital in R&D acquisition.

Self-Management Portal:

We realize that the first step of online broadcasting is acquiring media for distribution where it begins. With you as the broadcaster, we have invested endless amounts of energy, thought, and design in our self-management portal (Empower Plus Virtual Communications Portal™) with our experienced streaming knowledge base technical support team, are all examples of the broadcaster-centric point of view that has left competition behind.

Distribution:

Global Content Delivery Network (CDN):
Through our unique global network of fail-safe distribution servers, we are able to ensure the delivery of content to end-users of the highest quality and stability, resulting in greater speed and performance regardless of audience size or geographic location.

Our fault-tolerant distribution network can reach any online-capable and mobile device anywhere on earth.

Common problems such as excessive buffering time, packet losses, connectivity issues and geographic boundaries have been completely eliminated with this robust Content Distribution Network.

You’ve made the right decision to incorporate streaming media into your business model. Now let the power and experience of our team do the rest
**High-Quality Delivery:**

Whether delivering Live or On-Demand video, Empower Plus Virtual Communications supports high-compression HD (720p/1080p) and SD transfer. Full bitrate control (540kbps – 4000kbps) allows broadcasters to easily modify output quality.

Advanced compression standards including H.264 and MPEG-4 are supported. IIS7 Smooth Streaming technology for full HD 1080p delivery is available upon request. Professional broadcasters can make use of fallback mechanisms on different layers to deliver Adaptive Streaming.

**Analysis - Instant Online Reporting Tools:**

Empower Plus Virtual Communications is proud to offer internet broadcasters with real-time reporting tools integrated in the self-management portal. Our reporting tools are optimized to provide broadcasters with relevant information about their streaming; answer critical questions, track visitor trends and attract potential advertisers with raw facts.

**Capacity Requirements:**

Empower Plus Virtual Communications provides you with the ability to monitor your needs and increase portal ability as required. After the review of your project scope and requirements, we will prepare a solution that will provide you with a platform where each school or business can direct their viewers to a personal portal where they can review and purchase products using 3 separate pricing structures. Attached to this portal will be advanced Tier 1 distribution technology, with enterprise reporting features that will allow you to monitor and track the success of your project.

**Solution Outline:**

Empower Plus Virtual Communications will deploy Tier 1 level connectivity to our CDN offering compatibility across all platforms should you choose multi-platform distribution.
**Encoding Options:**

The adobe flash media encoder -offers H.264 and AAC settings – which is a requirement when delivering to mobile devices – when downloaded on a MAC. When downloaded on a PC however, it does not offer the AAC component therefore you must purchase the plug-in if you wish to stream to mobile devices. This plug-in is not sold by Empower Plus Virtual Communications and is offered by adobe for approx $180 onetime. Please note this encoder only offers 1 camera capabilities Wirecast encoder – offers h.264 and AAC streaming capabilities with multi camera streaming options and retails for approx $499

**Additional Services:**

Real-time Reporting as well as lifetime historical data will be available for any Windows Media / Flash stream. Enterprise Support from our advanced technical team as we test to understand your specific requirements and optimal settings, as well as continued platinum support to accommodate to your continued day to day support requirements. Geo Load balancing features to ensure Tier 1 connectivity to your audience.

**Secure Stream:**

Empower Plus Virtual Communications protects your content from theft, and ensures it is only available in your website and cannot be stolen and re-streamed on other websites at your cost.

**Key Technology Features:**

- Scalable redundant systems & network
- Matrix style distribution servers
- Direct control of our front line DNS in every corner of the globe
- Direct connections to every major trunk line in the world
- Optimal Path Routing with Border Gateway protocols
- Industry SLA's with our trunk line vendors
- Real time network and streaming statistics
- Historic and geographic reporting
**Pay-Per-View Subscription portal**

Empower Plus Virtual Communication’s customized platforms are designed for your school or business to send their viewers, where they can purchase content that can be viewed securely. We will create a portal that will look and feel like an extension of your existing website or we can design it from scratch. Viewers can purchase and access your secure live or pre-recorded content within this portal. All payments would go directly to you and would be available for purchase by visa, master card, Amex and PayPal.

Advertising space can be sold within these portals by each school or business to increase profit opportunities. We can also explore pre or post roll advertising before or during events.

A Pay-Per-View portal is built on two components, the Payment Processor (shopping cart), and a permissions-based login system. When a user registers they have only basic or 'public' permissions, this means that they see only the content that we have specified as being freely available. Upon payment, the shopping cart updates their account with the permissions connected to the item they have purchased, allowing them to see the associated content. A portal may have several options for products (for example, Live only, On-Demand only, or Both), and all products have a set amount of time they are valid for, often this is one month but it can be any measurement of hours, days, weeks or month.

Empower Plus Virtual Communication's Pay-Per-View systems use the Stream Secure system by default, for more information see the 'Security' section.

Our custom player will be branded to match the PPV website, and can be embedded individually in categories or contain all channels in a single player. The player has user-agent detection to launch the appropriate stream for each device.

**Our commitment to maintaining and developing our technology ensures we are always able to provide a reliable streaming service anywhere in the world.**
Empower Plus Virtual Communications Reporting Tools Benefits:

Our reporting tools are optimized to provide broadcasters with relevant information about their streaming, answer critical questions, track visitor trends and attract potential advertisers with raw facts.

Reports are generated in real-time: Get your statistics whenever you want through our streaming portal. Potential advertisers will love the amount of statistics you'll be able to offer them about your stream's audience.

Measure the effectiveness of your advertising campaigns, and learn all you can about your audience's viewing / listening habits.

As an experienced CDN and streaming services provider, we know the success of a project does not end with the stream's delivery. Our reporting tools provide you with answers to critical questions and relevant information to improve your stream's performance.

Empower Plus Virtual Communications real-time and historical reporting tools were designed using feedback from a group of television and radio station General Managers to provide broadcasters with the specific pieces of information required for them to effectively manage their online delivery options.

We offer our clients a choice of four different levels of reporting tools, ranging from Free to Enterprise level reporting, allowing them to track viewer / listener stream usage using numerous parameters, analyze the effectiveness of their streaming projects and spot crucial viewer / listener trends over time. Broadcasters of all sizes will find a suitable reporting level, based on the granularity required and potential date range searches.

At Empower Plus Virtual Communications, our customer service philosophy is Real People Service. What this means is that when you call our phones, real people will answer. Being able to reach a person is invaluable and we know what it means to our clients, their projects and their peace of mind.
We provide all of our clients with the following services:

**Available Reports:**

- **Bandwidth Report:** Provides you the information of the number of viewers during your broadcast.
- **Connections Report:** Provides you the information of your service connection.
- **Geographic Report:** Provides you the information of the location of your viewers.
- **Unique Streamers:** Provides you with the information of the number of mobile viewers.
- **User Hours:** Provides you with the information of time used during broadcast.
- **Player Used:** Provides you with information of media players used during live broadcast.
- **Peak Connections:** Provides you with information of broadcast connections during broadcast.
- **Peak Throughput:** Provides you with information of input and output data during live broadcast.
- **Most Popular Times:** Provides you with information of the best time to broadcast.
- **Stream Durations:** Provides you with information of the length of time of your live broadcast.

**Online chat and email support:**

- Access to your self-service portal, and online cases.
- Access to Empower Plus Virtual Communications streaming Knowledge Base.
- Direct access to personal account manager.

With a personal account manager ready to handle business needs, accompanied by an online self-management portal for channel creation and control, and multi-language online chat, most broadcasters have the tools they need to operate a standard online audio or video service.

Additionally, we examined the needs of our clients to create a series of increasing support levels designed to meet the specific needs - both in requirements and budget - of all broadcasters regardless of size or experience.
Available Reporting Parameters:

Date Ranges
14 days
30 year
1 year
Account Lifetime

Advanced Groupings:

Group by hour
Group by day
Group by week
Group by month
Group by quarter
Group by year

Geographic Granularity:

Country
State
City

Reporting Tools Highlights:

Export to Microsoft Excel
Printable Charts
Group able Grids
Additionally, we examined the needs of our clients to create a series of increasing support levels designed to meet the specific needs - both in requirements and budget - of all broadcasters regardless of size or experience. By leveraging a combination of our Account Manager's online business acumen and the hands-on expertise of our Technical Support personnel, these options create a robust service and support package.

**Silver:**

- Phone Tech Support.
- Account Manager & Technician conference call option.
- Remote assistance options.
- Help setting up and configuring service, encoder etc.

**Gold:**

- Direct access to personal technician.
- Priority support.
- Tier Two technician conference call option.
- Pre-production advice and guidance.

**Platinum:**

- Real-time updates on account status, issues etc.
- Top priority support.
- Third-party escalation if required.
- Detailed pre-production advice and guidance.
Additional value-added support options are available to provide a more targeted level of assistance as required for certain special events, for clients who want to make use of our expertise in getting started only, or for broadcasters who wish to develop a custom solution using our per-case options.

**Live Event Support:**

- Pre-production assistance and guidance.
- On-call after hours support options.
- Live monitoring and service updates.

**Per-Case Tech Support:**

- Evaluation of third-party hardware or software.
- Troubleshooting of specific issues outside of the streaming services scope.
- Project management / business case development.
- One-time support requirements outside of a monthly service.

**Connection Service:**

- Initial client-side setup assistance.
- Initial guidance from a streaming technician.
- Hardware / software encoder evaluation and configuration.
- Separate from ongoing support.

You’ve made the right decision to incorporate streaming media into your business model. Now let the power and experience of our team do the rest.
To meet the highest level of quality and reliability, this project will require a combination of several service offerings from partner organizations to deliver.

**Encoding:**

At each location, a deployment of cameras and mixers will be set up to provide maximum coverage of the event. Each location will feature 2 - 4 cameras with associated transport gear and a mixing board to switch between feeds. The only requirement of this mixer is that it has a co-axial output to integrate with the hardware encoder.

We will supply one VSiCaster, provisioned through Visionary Solution Inc. to handle encoding on-site. This encoder will deliver a feed to the CDN through local internet connection in h.264 format, suitable for distribution to all devices. See live stream - Encoding section in Service Details.

As internet connectivity on-site cannot be relied upon for sufficient upload capacity, an internet bonding device called Streamer will be supplied by Mushroom Network. This device will bond wireless connection points from multiple cellular data providers to a single relay point suitable for CDN ingestion. See Streamer Internet Bonding Device section in Service Details.

**Note:**

It will be the responsibility of the client to secure local wireless internet connection points (ie. AT&T Wireless, Sprint, etc).

The viewing portion of the project will be contained in a Pay-Per View gateway, that will control access and handle subscription payments. See Pay-Per-View section in Service Details.

Within the PPV gateway a custom designed media player will be used to handle device detection and display the high-quality video on PCs and mobile devices (tablets and Smartphone's). See Customizable Flash Players in Service Details.
**Live stream - Encoding**

The following specifications should be used for encoding content in the interest of ensuring future backwards-compatibility with the addition of mobile devices, and/or Set Top Boxes.

To deliver content that can be played by the native mobile device media player you must be using an encoder profile with the following settings:

- H.264: baseline profile 3.0 or lower video codec
- AAC audio codec
- Baseline profile 1.3

To encode your Live feed before you upload it to your streaming service for distribution, we suggest the following tool:

VSiCaster (AVN420) from Visionary Solutions Inc.

Note: There are other encoders that will produce streams capable of being viewed on mobile devices. Please reference the particular encoder’s specifications.

**Live Source:**

Your live broadcast can come from a camera or microphone attached directly to your encoder or from a professional mixing board.

Note: the quality of broadcast you can send out is directly proportionate to the quality of input into your encoder; use the best possible equipment and wiring to get the best broadcast.

**Internet connection:**

Your internet upload connectivity should be 1.5 times greater than the broadcast bitrate.

Instructions for testing your upload speed are available here: http://www.speedtest.net

The typical DSL connection has around 2044 kbps down and 768 kbps up.
Note: In the event of multiple channels broadcast from one location, each channel will require 1.5 times the bitrate in capacity, increasing the total required upload connection speed.

For mobile broadcasting solutions where wired internet connections are not available we recommend the Streamer appliance from Mushroom Networks.

**VSiCaster Hardware Encoder**

The VSiCaster is an end-to-end solution perfect for professional video broadcasters who want to broadcast unmatchable video content to numerous devices (Mobile, Set-top, PC, Mac etc) in seconds.

This revolutionary high-end streaming product requires no setup: All you need to do is plug your input device (camera, mixer, microphone etc.) - connect the VSiCaster box to your network or network card - and you're broadcasting through Empower Plus Virtual Communication's Content Delivery Network. It's as simple as that.

The VSiCaster is brought to you by Empower Plus Virtual Communications and leading hardware manufacturer Visionary Solutions Inc.

Video broadcasters can finally take advantage of a portable solution capable of streaming anywhere and everything - from live events like conferences and concerts to traditional TV or instructional videos.

The VSiCaster is part of a family of excellent solutions for organizations and enterprises who wish to stream HD/SD content internally and on the internet - with zero-effort, and no hassle.

**HD Quality Streaming:**

Deliver stunning High-Definition quality video through Empower Plus Virtual Communication's Content Delivery Network (CDN).

**Streaming On-the-Road:**

You can now stream from anywhere. VSiCaster is lightweight and robust - perfect for carrying around and requires no setup on location.
Multi-Purpose Delivery:

The VSiCaster is a single solution that does it all - you can easily and simultaneously stream over a local network (LAN) and on the internet.

I/O Connections:

The VSiCaster can turn video from any composite or S-video source into full-screen, full resolution IP digital video in real time, and stream that content on the internet, or locally, in real time.

Plug & Stream outputs:

High-quality video: h.264 MPEG-4 AVC Compression, 100Kbps to 4000Kbps (4Mbps).
High-quality audio: AAC or MPEG-1 Layer 2 encoding up to 384 kbps, 48 KHz sample rate.
Multiple video resolutions (including, PAL /NTSC resolutions).
Content viewable by multiple devices: PC, Mac, Mobile, Set-top boxes etc.

Input connections available are:

- BNC composite input and S-Video input.
- RJ-45 connection input.
- Audio connector provides input for right/left, balanced and unbalanced audio.

Streamer Internet Bonding Device:

The Streamer is an ultra-portable palm sized device that enables live streaming over bonded IP connections such as wireless cellular cards, DSL, cable and/or T1. Simply connect your video switcher, hardware encoder (or your encoder that is installed on your laptop) to the Streamer and start streaming to your video server or CDN as usual.

Streamer is ideal for streaming live video and audio content to a website from anywhere you have cellular coverage. Up to 4 Internet connections can be combined to increase the available bandwidth for HD quality video and to provide high reliability video streaming. Streamer will accept various types of video streams via an Ethernet cable that is connected to the Streamer. Streamer will bond
the available Internet connections that are plugged into the unit and will send the stream to your preferred CDN (Content Delivery Network) through Mushroom Networks cloud relay points. The relay service is transparent to your application.

**Transparent streaming over bonded Internet:**

Streamer replaces or augments your wired Internet line in your existing streaming system with the bonded Internet connections. You can seamlessly plug in an Ethernet cable to connect your laptop, encoder or switcher to the Streamer and start streaming.

**Support for most types of video source:**

Streamer supports most of the popular video encoders including VSiCaster, Flash Media Live Encoder, Wirecast, Tricaster, TouchStream etc.

**High quality video streaming:**

The cutting edge resource allocation and bonding algorithms provides a high quality video stream with high resolution and high frame rate.

**High speed Internet access:**

Streamer can also be used to access the Internet over the bonded connection.

**Multiple Bit Rate Delivery**

Multiple Bitrate choices can be included for each channel, suggested options are:

- 1200kbps (for delivery to viewers with high speed internet connection)
- 600kbps (for delivery to PC for viewers with less robust internet connection)
- 300kbps (for delivery to mobile)
Security - Token Authentication:

This is our most secure authentication measure. This custom module works by using an encrypted secret key, known only to the broadcaster and our acquisition server, which is used to verify the virtual identity of a user before providing access to any content.

The encrypted key is assigned, invisibly, to the user when they access the client's web page, and passed through to our system when they request the content. This key cannot be replicated and is unique for every user, in addition, it expires after a set amount of time (usually just a few seconds) so it cannot be shared.

The Token Authentication system is generally used on secured pages of a site to provide a high level of protection. An additional feature of the service allows the broadcaster to limit how long a person can view the content after being given access, ensuring an even tighter level of control.

Advertising:

Banner advertising can be considered as an alternate revenue stream, and advertising areas will need to be included on each page, using standard sizing the following options are available:

- 468 x 60   Full Banner
- 728 x 90   Leader board
- 250 x 250  Square
- 160 x 600  Skyscraper
- 120 x 600  Skyscraper
- 120 x 240  Small Skyscraper
- 234 x 60   Half Banner
MAKE MONEY BY MONETIZING

View your website as a source of profit instead of a business expense. By using this subscription based pay-per-view package, you can monetize on the amount of subscribers, not clicks. Consider your web site offered sample videos that attracted prospective viewers into a $25 a month subscription. An average of 500 subscribers hitting this site per month earns $150,000.00 a year. Using the current Google model of $0.75 per 1,000 views, you would need over 200 million viewers a year (or 16.6 million a month) to generate the revenue brought in by just 500 subscribers.
If you have unique & valuable video content, this program is the best way to monetize it!

Recommendations for advertising networks are:


This is the standard online advertising solution for many content owners.

http://www.lijit.com/publishers
This is considered to be one of the primary alternatives to AdSense.

http://www.tremorvideo.com/publishers/

Tremor Media is one of the larger video advertising integrators with a solid track record in delivering value.

Please note that other advertising networks are viable as alternatives and the final decision rests with the content owner.

Empower Plus Virtual Communications utilizes a customized version of the Wowza Transcoder Add-on to decode a real-time (live) stream and create separate identical streams at a lower bitrate. This allows the broadcaster to provide more options than would otherwise be available. Combined with a custom player using bitrate detection the end result can be seamless for the viewer.
With regard to on-Demand content this process is slightly different. Using a partnership arrangement with Encoding.com, the world’s largest automated encoding site, we provide a near real-time re-encoding service for on-demand content. Each file that is uploaded, via FTP, to your Empower Plus Virtual Communications folder will be automatically detected by the Encoding.com API, and re-encoded to the bitrates we have specified for your service. These files are then deposited in the FTP folder and are ready to stream.

**Server Side Recording:**

An additional feature request is the ability to record the streams in an automated fashion to allow for availability as needed. The default request is to keep the content available for 48 hours.

Using a feature called Module Stream Record, which is a proprietary feature of the Empower Plus Virtual Communications token authentication system, we can offer this functionality.

This interface allows a user to continuously record a live stream and store the recording as a series of date- and time-stamped videos. Once a maximum numbers of files is reached, the oldest file is discarded every time a new file is created.

A user can set the maximum number of files to store, as well as the length of each recorded file and their current time zone (for file naming purposes).

These properties are named minutes Per Recording, max Recorded Files, and Time Zone.

A GET or POST command can be used to get a list of recorded file names.
Customizable Flash Players:

With Empower Plus Virtual Communication’s selection of Custom Players, you will get the right Flash player for your needs.

Select the Orca or Shark Flash player and we will customize the Player to the look and feel of your brand and website. You have full control over the user experience, including the splash image, color, logo display, layout and much more. And you don’t need to lift a finger – Empower Plus Virtual Communication’s designers take care of the work! Check out your custom Flash player options.

With Empower Plus Virtual Communication’s Shark player, you broadcast one stream, and your content looks great on any device. The Flash player automatically detects what device each viewer is using and adjusts accordingly, so you provide the same superior experience whether your content is being accessed on a tablet, set-top box, PC, Mac or mobile phone (iPhone, Android and BlackBerry).

Stay organized and order your content the way you want it. The ultimate solution for multiple on-demand files, playlists are available with the Orca and Shark players. You choose the way you want it to look – the playlist is customizable and scrolls vertically or horizontally. The players also offer the opportunity to add a line or two of text beneath each item in the playlist, so you can provide even more information to your audience. With the Orca and Shark players, you can even intersperse live streams with on-demand content using the powerful playlist capabilities.

Experience complete convenience and accessibility with players supported on all the major browsers, including Internet Explorer, Firefox, Safari, Opera and Chrome.

By utilizing the Cloud for video publishing, video management has never been easier. EPVC has a new self-service option that makes it easy for you to add video to your website in minutes. You can now quickly and easily begin utilizing the most advanced and intuitive platform to publish high-quality videos online. Our platform provides publishers with a sense of freedom. This platform effectively manages high quality video delivery and frees your company from having to worry about managing spikes in demand. Since this is Cloud-powered, there is no need to purchase, deploy, or maintain hardware and software at all!
Broadcasting Platforms:

- Attractive interface that enables you to manage content, customize your players and upload videos.
- Ability for web analytics, content delivery, and encoding content.
- Access to our rich set of Application Programming Interfaces (API’s) that allow you to build an engaging site for your customers, without requiring a large in-house web staff.
- Command and control over every process stage in a video’s lifecycle from creation to consumption.
- Our Media Library organizes large music libraries quickly into multiple categories with the ability to import information from keyword tags.
- Build and manage a centralized video library and ensure every video in it is correctly organized, stored, and formatted.
- Reach every person with the power to deliver live or on-demand video to an unlimited number of people, while minimizing the impact on your network traffic.
- The use of a secure, branded portal for employees. Have employees watch live webcasts, find trainings or meetings and share employee generated content.
- Enables you to manage, organize and securely distribute live and on-demand video to every desktop and every mobile device, including iOS, Android and Windows.
- Invite social media into your video content with rating and commenting.
- Ensure security with player watermarking visible in every player. This is business with video the way it should be! It’s video that’s seamless, secure, and accessible to everyone. It’s video that clarifies communication, sparks collaboration, and inspires engagement. Stay focused on your message, not the technology.

Prepare for the future by deploying the only video infrastructure you’ll need to reach customers, partners, and employees around the world.
Empower Plus Virtual Communications is a unique all-in-one streaming solution provider. We exclusively let you transcode, record, edit and deliver your media live all from the same locations, ensuring you and your audience the fastest delivery and the highest Q.O.S (Quality of Service) possible. As a leading provider of streaming media, EPVC delivers high performance solutions for video coding and file based video workflows.

**WHAT IS EVERYONE BUZZING ABOUT?**

Reach TV’s, Desktop’s, iPad’s, Android’s, and more. Let our professional’s help you determine what the best formats and flavors are to help you reach your audience. We support the highest quality and performance codecs for encoding live video and audio including:

**WHAT IS THE DIFFERENCE BETWEEN TRANSCODING AND ENCODING?**

Transcoding is the process of taking a single digital source and converting into many formats also called flavors. Saves time and provides an administrator with a quick seamless workflow.

Encoding is the process of taking a single analogue source and converting it into a digital formal.
TRANSPARENT TRANSCODING COSTS

- EPVC does not charge you to host your source file, and our fees are only applicable to the total size of the file Transcoded. We simply charge you for newly created files by the GB and nothing else.
- With EPVC there are no long wait times for your finished files to be moved back and forth to your streaming provider.

Our competition charges you hosting fees for all source video files and or for the total minutes of output videos.
Reliably record, broadcast and archive your content in real time with our True Live Recording technology. With the EPVC platform you can record a live stream to a file for instant on-demand playback. This versatile capability allows you to record an entire live webcast into a single file, segment it into multiple files for chapter replay, or start and stop recording at predetermined points for partial archiving.

**The Fastest, Easiest Way to Create High Quality Internet Video Streaming!**

The EPVC Live Video Encoder is a video capture and encoding software for streaming live video and audio to internet based media servers and other network clients. EPVC Live Video Encoder is compatible with the latest generation internet video encoding standards and supports Flash and iPod compatible H.264 encoding modes, from low resolution mobile video up to Full HD highest quality video streaming.

**WHAT DOES IT DO?**

This browser based system is a capture and encoding software that lets you create streaming videos faster and easier. All you do is upload your content and our EPVC encoder does all the work for you! It will capture and encode your video or audio and then send it to the appropriate viewing channel. Our video encoder supports all mobile and standard encoding models and can run the range from low resolution imaging to full HD content.
**Browsers we can support:**

Internet Explorer, Firefox, Safari and Chrome for Windows XP, Windows 7
High quality mobile streaming iPhone, iPad, droid, X Box, Roku, Google TV and more.

**WHAT ARE THE BENEFITS?**

Our browser has tons of great benefits! Inside our system you will find many capabilities for your business. We have the highest quality and performance for encoding live video and audio. Here are some of the many below. As a leading provider of streaming media EPVC delivers high performance solutions for video coding and file based video workflows.

- Encoding and streaming from multiple camera views
- Screen Capture Driver for presentation and teaching scenarios
- Text and Image Overlay Support
- Open Architecture, support for several codec and streaming formats (RTMP, RTSP, HTML5)
- Special support for high quality HDMI input devices (e.g. Blackmagic Decklink)
- WebTV and IPTV compatible
- Web M
- Windows Media
- UDP/TSS Streaming with Unicast and Multicast support
- ACC and AEC (Audio Echo Cancellation)

**Highest Quality and Performance codecs for encoding live video and Audio including:**

- MPEG4/H.264
- MPEG2
- MPEG
- HD
- VP8
- Web M
- Windows Media
- UDP/TSS Streaming with Unicast and Multicast support
- ACC and AEC (Audio Echo Cancellation) As a leading provider of streaming media EPVC delivers high performance solutions for video coding and file based video workflows.
Parallel local mp4 recording and RTMP streaming
Compatibility and format checks for different capture devices
Bandwidth Checker
Text and Bitmap overlay with Alpha, color and font settings
Video Mixing of a second video device
Screen Capture / Desktop Sharing
XML compatibility to Flash Media Live Encoder
Ad/clip insertion – File Based Streaming / Seemless switch
Dynamic Crop / Region Based Capture
Image Processing: Crop/Resize/ColorConv./Text/Bitmap Overlay
Video-only and Audio-only streaming
Server Side Recording (DVR)
Automatic Network Reconnect
Remote Control
API
Auto-Adjust / Adaptive Bitrate
Bandwidth-Checker
Bitrate Statistics
Multi-Target RTMP/MP4 Encoding and Streaming
AEC support (Audio Echo Cancellation)
RTMP Source Filter for MediaPlayer playback (H264, AAC and MP3)
RTMP Messaging / Meta Data / Cue Points
Automatic Reconnect on Network Errors
Support for IP Cams (Axis MJPEG)
Audio Level and Mute function
Screen Capture Driver for Desktop Sharing
XML Config and Command Line Encoder
RTMP Authentication
Javascript API
Video Mixer and Text/Bitmap Overlay
**Video Editing**

With our editing tools, your uploaded videos are just a starting point. Empower Plus Virtual Communication’s Media Platform allows you to trim videos to eliminate redundant parts, or to create multiple clips from a single video.

**HOW DOES IT WORK?**

By setting in and out points, our trimming tool allows you to replace the original file, while our clipping tool creates individual media entries that can be downloaded, distributed, and played on any device. Each clip gets its own embed code and metadata, while remaining associated to the original video. Both trimming and clipping tools are available to every Media Platform user.

**Streaming Video Players**

Empower Plus Virtual Communications hosting has a wide variety of Flash Streaming Media Players available for our Clients. These state-of-the-art FLV and MP3 media players are ready to go – no development or IT tech team required – and, best of all, they are already fully integrated into the award winning Empower Plus Virtual Communication’s CDN (Content Delivery Network), a certified Adobe Partner for FVSS (Flash Video Streaming Service).
HIGH DEFINITION WEB CAM STREAMING

Now you can use our award winning network digital media platform to distribute your Web Cam or Security Cam in High Definition. Works with all Browsers and all digital devices including iPhone, iPad and Droid.

PAY-PER-VIEW WITH PAY PAL: START CHARGING FOR YOUR CONTENT – LIVE & ON-DEMAND

Do you have a live business seminar, indie concert, or high school sports event you want to charge viewers to see? Maybe you have a training course you’ve been selling on DVD; would you like to sell it as pay-per-view classes on the web? Now you can, with our Pay-Per-View solutions. Control who sees your content, for how long, and how much they have to pay!
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PASSWORD PROTECT YOUR CONTENT

Control who sees your content and for how long. Our password protection solutions include:
- Administrator Control Panel.
- HTML templates and assistance
- Designed to work with all browsers and mobile devices
TEXT CHAT MODULE

Add “Text Chat” to your ‘Live’ streaming events or business presentations. Viewers read all chat and contribute to all. No database required! Module can be used in conjunction with any SMH Player, live or on-demand. Admin version allows for clearing of the chat list.

FLASH HD H.264 STREAMING DEMO

Streaming Media Hostin is an Authorized Adobe FVSS (Flash Video Streaming Service) Partner and is HD ready—are you? Stream HD H.264 or VP6 video today. Dynamic bandwidth detection capability is built in, providing for an optimized user experience.
“CLOSED-CAPTION” FLASH FLV PLAYER WITH “FULL-SCREEN”
320×240 “web video standard screen” streaming Flash FLV Player with “CC” button. User controls slide down to display Closed-Caption text below screen (not over it). Multi-languages supported via external industry standard Timed Text “tts” XML files.

FLASH ADVANCED MP3 PLAYER WITH “SLIDE SHOW BACKGROUND” AND “AUTO SHUFFLE PLAYLIST”
Streaming Flash MP3 player with external XML playlist. Playlist button allows “play next” or “shuffle” modes. Standard user controls. Scrub-bar allows user to jump to anywhere in video immediately. Background images dissolve allowing auto “slide-show”.

SPEED TEST – BANDWIDTH AND PORT TEST TOOL
Test your download bandwidth speed, available ports for streaming, IP address and more. Streaming Media Hosting customers can also test files from their account, check embedded cue-points, MetaData, Flash Player version, and ID3 tags available in MP3 music files. Demo videos are also provided in various formats and encoding bit rates for testing.
SWAPPING VIDEO VIEW
The user can swap the Video Views from the small video view to the large video view by simply clicking on them. When clicked, the video in the large view will swap with the video in the small view.

CAM AND MIC SETTINGS
The publisher can click on the settings icon from the bottom menu bar to control the quality of the Camera and the Microphone being streamed. In the settings dialog box, they can choose between a High, Medium or Low presets or they can click “Custom” for finer tuning.
**USER COUNT**
The application keeps track of how many users are watching the session.

**MUTE**
The mute button mutes the audio coming in from the two video streams.

**FULL SCREEN**
The Full Screen button on the right simply uses the full screen feature of the Flash Player.
Enhance Your Videos with Live Text Chat

Adding Text Chat to your video stream can bring your customers together even more during your presentations or live events. Viewers can read the chat and contribute to the conversation as it is happening. You can even choose one of your business partners to moderate the conversation in question and answer format or just let your customers fly! How better to get people “talking” about your product than actually have them talking about it! This feature enhances collaborative customer experiences where users can instantly discover new and rapidly changing ideas in the context of your live video. By adding Text Chat to your live streaming events, you can increase user participation, which leads to customer acquisition, retention and more viewers for you! This module can be used in conjunction with any EPVC Player, live or on-demand.

Start Charging For Your Content — Live & On-Demand

Do you have a live business seminar, indie concert, or high school sports event you want to charge viewers to see? Now you can, with our PayPal compatible Pay-Per-View solutions. Control who sees your content, for how long, and how much they have to pay!
**Video Platform**
Managing and maintaining your always changing and expanding video library has never been easier than with our new browser based Content Management System.

**EPVC Rest APIs**
Streaming Empower Plus Virtual Communication’s Media Platform includes hundreds of REST-based application programming interfaces (APIs) providing programmable access to every core service of the platform.

**Live Video Transcoding**
Get your Live Transcoding done right and fast with highest Q.O.S. (quality of service) in the industry.

**Live Stream Archiving**
Reliably record, broadcast and archive your content in real time with our True Live Recording technology.

**Live Video Encoder**
The Easiest and Fastest Way to Create High Quality Internet Video Streaming! For Video Conferencing, Flash Video Streaming, WebTV and IPTV.

**EPVC Mobile Encoder**
Stream live video to your web site right from your smart phone.

**Video Editing**
Simplify work flows publish your content faster with integrated video editing tools.

**Streaming Video Players**
We enable you to easily Build players that require no download and match the look and feel of your website.

**Video Chat**
Our Video Chat application broadcasts two live streams to any size audience. Administrator Privileges and Recording included.

**Video with Text Chat**
Add "Text Chat" to your 'Live' streaming events.
**Pay Per View**

Do you have a live business seminar, indie concert, or high school sports event you want to charge viewers to see?

**IP Cam**
Now you can use our award winning network digital media platform to distribute your Web Cam or Security Cam in High Definition.

**HD Video**
Dynamic bandwidth detection capability is built in, providing for an optimized user experience.

**Adaptive Multi-Bitrate Streaming**
Our Media Distribution Network automatically determines the viewer's bandwidth and streams the correct version of your video.

**Media Formats and Encoding**
Simply put we Digitize, Compress and Deliver. In many cases one properly encoded file will suffice for all.

**Closed-Captioning**
Streaming Flash FLV Player with “CC” button, user controls and external captions file support via industry standard "srt" files and Timed Text “tts” XML files.

**Upload Video**
Accommodating large media uploads is simple and painless. Upload single or multiple videos directly from your browser.

**Password Protect Your Content**
Control who sees your content and for how long.

**QR Code Generator**
Charge your online presence by QR Coding your videos.
STREAM SIMPLY

Take your live programs to the next level by streaming them with Pay-per-view. Do you have a live business seminar, indie concert, or sporting event you would like your viewers to see? Stream your events via live private telecast and multiply your audience size, or invite viewers to watch your video archives online. Your audience can enjoy easy access through using an on-screen guide, an automated telephone system, or through a live customer service representative. We provide the most affordable and powerful pay-per-view solution out there. Start making money now! And remember – we do not take any percentage from your sales! Looking to monetize and make money out of your videos or live broadcasts? Various subscription options are available. Create a private Membership Access area, where you can charge based on the ticket options below. Single Ticket – you can specify a single pay-per-view ticket price for each video. The viewer will be able to play one video with the purchased ticket.

• Create your webcast today by logging on and integrating your material. Anyone can do it!
• No need to pay for integration or development. PayPal capability is also included.
• One time simple copy/paste of embedding code.

CONTROL WHO SEES YOUR CONTENT

Our password protection solutions include:
• Administrator Control Panel.
• HTML templates and assistance
• Designed to work with all browsers and mobile devices
IP Web Cam Streaming with Live Recording

Now you can display your web or security camera in high definition by using our award winning network digital media platform. You can stream from H.264 IP cams with no encoders needed and the server will re-broadcast streams to viewers on computers, mobile devices, and even IPTV/OTT set-top boxes. This system works with all browsers and all digital devices including iPhone, iPad and Droid.

- Security Web Cam Streaming Service
- Security Web Cam Streaming
- HD Web Cam Streaming

One of the most popular choices is the Axis p5534e. Other supported cameras with H.264 and RTSP Streaming include Cisco, DLink and Panasonic, to name a few.

A complete list can be seen at http://www.soleratec.com/rtsp/>

How does it work:

- We directly capture the video from the camera via RTSP Pull Streaming.
- Once the initial request was made, the server captures the stream and maintains the RTSP Pull for as long as a client is viewing the stream.
- The second client that views the stream should see the video immediately, as the servers connection to the camera has already been started by the first client viewer.
- The stream is embedded onto your web site with custom Watermark logo overlay’s available.
- Features include Wait in line queuing and camera control.
- Preset Selection Control, In-Queue, 5 minute limit, with fallback to Logo.
Once all clients stop watching the stream, the server will disconnect after a timeout period to reduce unnecessary bandwidth consumption.

**HD Video**

Dynamic bandwidth detection capability is built in, providing for an optimized user experience.

**Flash HD H.264 Streaming Demo:**

Empower Plus Virtual Communications is an Authorized Adobe FVSS (Flash Video Streaming Service) Partner and is HD ready—are you? Stream HD H.264 or VP6 video today. Streaming HD H.264 Flash MP4 Encoded Video 1080p — (2500 Kbps).

Player has Standard user controls plus “Full-Screen” button. Scrub-bar allows viewer to jump forward or backward to anywhere in video. Insufficient bandwidth results in a “jerky” playback experience and buffering interruptions.

**ADAPTIVE MULTI-BITRATE VIDEO**

We can transform live streams from H.264 and non-H.264 sources to perfectly-aligned adaptive bitrate streams that deliver the best possible viewing experience to your customers in Flash®, HLS or Silverlight®. We automatically determine your bandwidth and stream the correct version of your video. This way, your viewers will be able to watch the highest quality version of your video, without stuttering or re-buffering.
MULTI-BITRATE LIVE STREAMING

Deliver high-quality, smooth live video with multi-bitrate live streaming. As an online streaming solution, we accept multiple live streams at different quality levels and deliver the rendition that best fits each viewer’s available bandwidth, processor utilization and player size.

Media Formats and Encoding

With just a few clicks, you can upload only one properly coded file and we will do the rest! We digitize, compress and deliver. Our powerful encoding engine can create up to seven versions of your file and make it ready for the web, Apple and Android devices, digital HDTV and more. Our super engine can take all media formats such as avi, flv, MPEG4, MOV, MP3, WMV and deliver them to all devices.

STEP ON THE SCALE

Our encoding service is powered by the EPVC Cloud infrastructure which scales instantly. Forget about worrying about traffic spikes or idle servers. Our streaming platform conforms to your every video need.

WE’RE UP 24/7

Count on us to never disappoint! We off a 99.9% server uptime because your online business never sleeps. We’ll TCB while you get your Z’s.
**BUILT FOR SPEED**

Built on the fastest servers available in the cloud, our platform makes use of the best technologies on the market today. Streamline your workflow with hundreds of custom optimizations. We take pride in our Super Servers, so your video will never wait to encode. Immediate play time means happy customers for you and a smile on our server’s face plate.

**WE’RE READY FOR OUR CLOSE UP**

Empower Plus Virtual Communications boasts about providing some of the highest quality video in the industry. And to have the highest quality, you have to have the best platform. Our platform automatically detects some of the common video issues and even fixes many causes of input video corruption.

**YOU CAN ASK US ANYTHING**

We love to chat, ask us anything. Feel free to contact our customer support team, where real life engineers are just itching to help you out by live chat or email. If you’ve got a problem, we’ll help you solve it with friendly and speedy customer service.

**THE BITS AND PIECES**

Don’t let the little bits fool you. Bitrate is extremely important to video quality. Sometimes you even need to choose piece by piece which the best bitrate for your video is. The Empower Plus Virtual Communications advanced rate control systems promise the best bitrate for visual quality.

**AUDIO AND VIDEO SITTING IN A TREE...**

We love when audio and video come together seamlessly. Sometimes they fall out of sync, aren’t scaling correctly or degrade in quality over time. With our servers, we head that off at the pass and correct and improve all A/V issues as they happen. We also adjust common video issues like rotation and interlacing.
Upload Your Media Painless

As an EPVC user, you can upload all of your video material straight from your Browser without any plugins. We can accommodate both large and small media uploads of any type with a very simple and painless workflow. Upload single or multiple videos directly from your browser or automate the entire process. Both administrators and users can upload media via email, from any computer or mobile device. This system supports uploads directly to categories in your library, metadata import and moderation. You can simply go on to our SMH SPI and implement your own custom content workflows.

**UPLOAD FROM YOUR DESKTOP**
Simply drag and drop from your desk top and multitask on other projects while your media files are uploading. You can even resume your upload in case of a connection failure.

**BULK UPLOAD AND FTP UPLOAD**
Import multiple videos with a CSV/XML files via a simple comma separated file or a complex XML structure (CSV/XML). Ingest files from your own FTP server, or upload to Streaming Media Hosting’s FTP location. For customers hosting their content on a CDN or storage server, metadata fields can be imported separately from the actual content.