



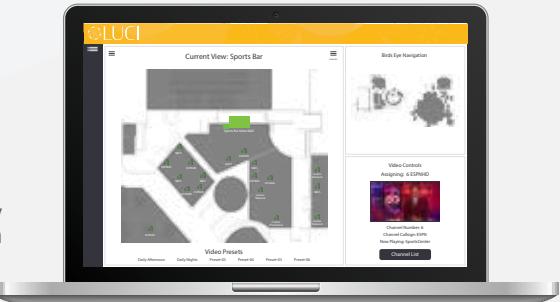
LUCI allows you to effortlessly control your entire audio visual digital platforms with just the touch of a button. Instantly curate music, schedule Monday Night Football and manage your marketing message. LUCI simplifies AV in an IT World.

**Everything, everywhere, just click!**

## What is LUCI?

A UNIFIED PERSPECTIVE ON DIGITAL MEDIA PLATFORMS  
BY OWNERS, OPERATORS AND INTEGRATORS

LUCI is the logical and elegant way to integrate, automate and operate digital platforms within your organization, brought together with a simple user interface. Drastically reduce hardware, software and infrastructure complexities. LUCI reduces reliance on specialists, increases operational efficiencies and defines the technology strategy for your future.



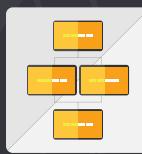
## How does LUCI create value?

### PRIORITIES IN FOCUS

The strategy, product and solution supports your mission to speed beyond norms, maximize the potential of the future while producing exceptional ROI. These priorities allow you to focus on what you do best, entertain, inform and connect with your clients, like never before.



**Strategy** - A unified perspective of owners, operators and integrators, LUCI creates organizational alignment across all departments.



**Management** - LUCI is the expert at your side, placing in your hands the power of control to make predictive scheduling, selection and marketing deployment decisions.



**Software** - Empower your team to manage, distribute and control all audio, visual and digital information with a simple user interface. Open source standardization ensures LUCI functions perfectly with any OS.



**Hardware** - Reduce on average 80% of your proprietary hardware dependency. LUCI creates a network of digital media distributed over standard infrastructure to endpoints within your organization.

## Benefits Include



**Remote Management**



**Dynamic Presets**



**Schedule Presets**



**User Management**

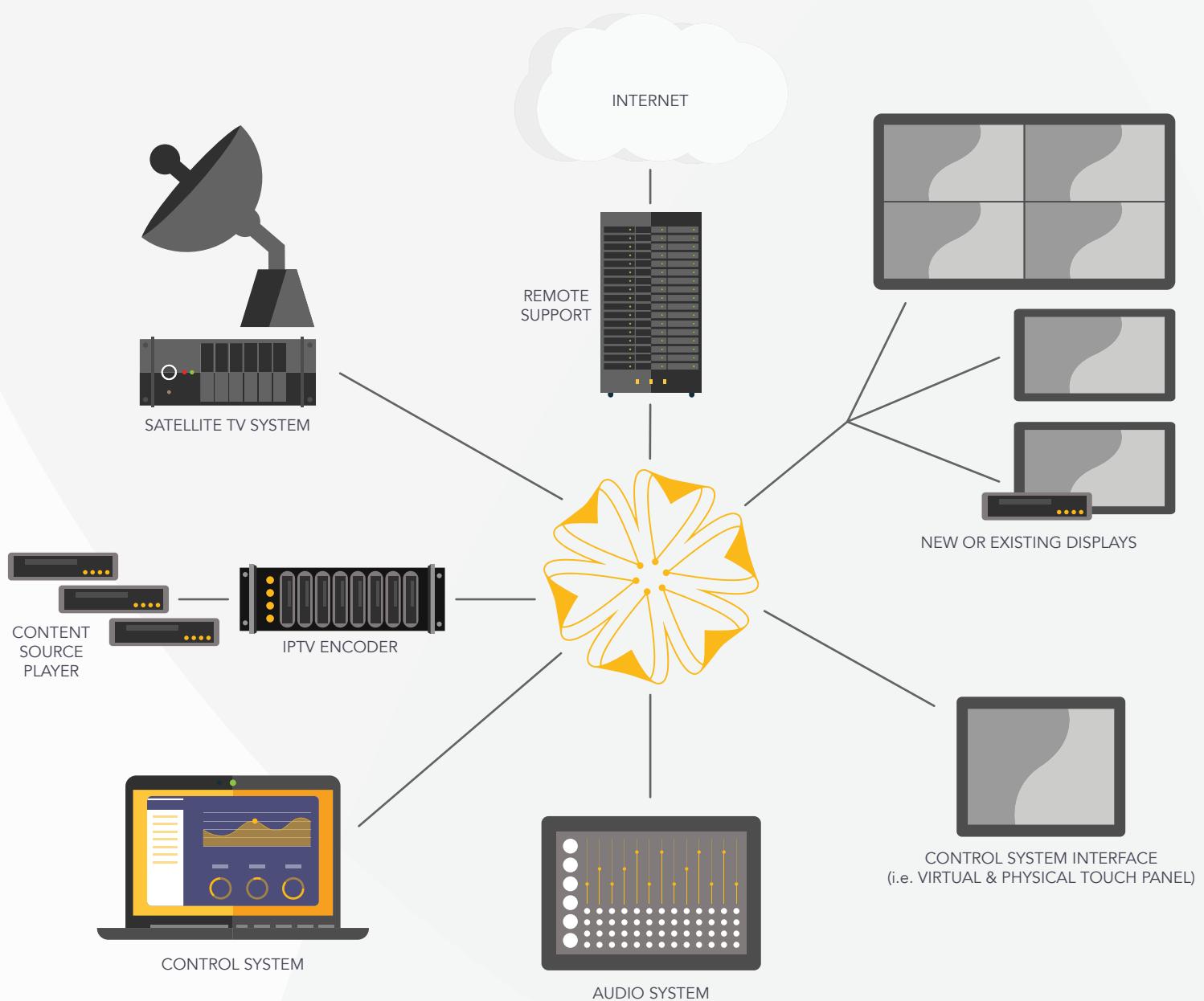


**Flexibility**

**Call now to schedule a demo: (833) 333.5868**



Understanding the complexities and many uses of IPTV technology across multiple platforms can be challenging. Advances in video compression are making it easier to deliver both standard and high-definition audio and video throughout a typical LAN or WAN. It is important to understand that while it may be logically simple to encode and stream audio and video content to multiple media platforms throughout a LAN or WAN, there are implications and legalities binding us to conform to industry standards.



## IP Multicast Technology

In IP multicast, applications (in our case network content providers like DirecTV, DISH Network, Comcast, Etc...) send one copy of a packet and address it to a group of receivers (at the multicast address) that want to receive it rather than to a single receiver (for example, at a unicast address). Multicast depends on the network to forward the packets to only those networks and hosts that need to receive them, this controls network traffic and reducing the amount of processing that hosts have to do. Multicast applications are not limited by domain boundaries but can be used throughout the entire Internet.

The primary difference between multicast and unicast lies in the relationships between the sender and receiver. IP multicast delivers application source traffic to multiple receivers without burdening the source or the receivers while using a minimum of network bandwidth, similar to the concept of existing Coax RF MATV Technology.

## IPTV Encryption Technologies

Content protection, DRM (Digital Rights Management) is top priority for all High Definition content distribution providers. Particularly within the Commercial or Hospitality space content providers like DirecTV or DISH Network are required to encrypt the content mandated by the Studio Networks (i.e. Columbia (Sony) Disney, HBO, EPSN, Etc.)

## PRO:IDIOM

The first, Pro:Idiom, is a hardware based encryption process, meaning there are chipsets internally native to both the encoding and decoding hardware. For example, the DirecTV (Technicolor COMXXXX) COMXX satellite "receiver" blade obtains the content via traditional satellite methods and instantaneously transcodes & encrypts to the H.264 signal with its onboard Pro:Idiom microchip before it's ingested into the IP Multicast Network. This requires the Receiving Set Top Box or Display to obtain the same chipset to decode and display the High Definition content. This process requires a multitude of licensing, a hefty upfront investment and retooling of the current hardware used for your platform. The current and set top boxes on the market today with an embedded Pro:Idiom chipset with 3rd party application capabilities is Enseo and LG.

## HLS - HTTP Live Streaming

HLS is an HTTP-based media streaming communications protocol implemented by Apple Inc. There are many available encoding / decoding platforms adopting to this DRM due to its compatibility with most of the major OS browsers. HLS also specifies a standard encryption using AES and a method of secure key distribution using HTTPS with either a device specific realm login or HTTP cookie which together provide a simple DRM system.