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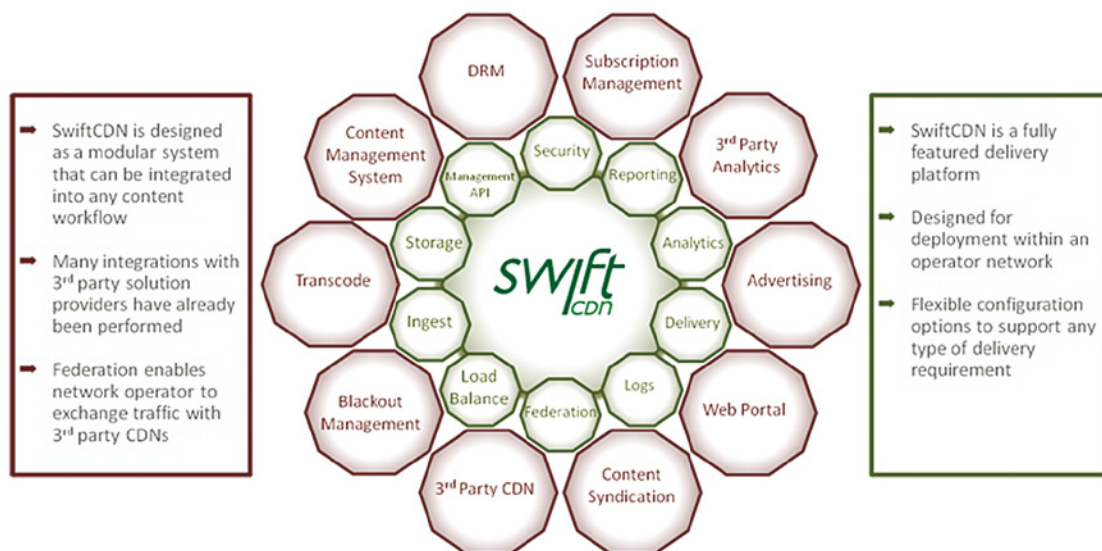
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Introducing SwiftCDN

SwiftCDN is built on top of SwiftCache - Conversant's high performance media caching appliance. SwiftCDN enables Customers to build their own Content Delivery Network (CDN) with different topologies, ensuring an infrastructure deployment that matches the pace of demand.

SwiftCDN Overview >



SwiftCDN is a fully featured CDN platform built around the CA3100 Content Appliance and the DA3100 Delivery Appliance. The core platform provides the security, management, reporting and ancillary functions that are required to successfully deliver content online. SwiftCDN has these tools and interfaces built in to the core platform which is available out of the box.

The core SwiftCDN platform can be integrated with 3rd party platforms to provide a full end to end ecosystem to deliver video and monetise. The platform is designed to be modular to allow components to be "plugged" together as the solution requires. Conversant is able to provide professional services for these integrations.

SwiftCDN Features >

The primary function of a SwiftCDN is to deliver content. With SwiftCDN we support the widest range of delivery formats including the major streaming protocols from Apple, Microsoft and Adobe.

On top of the delivery capability, security is a central component of SwiftCDN. It is vital that a content owner can enforce their business model when delivering content online, therefore SwiftCDN has the security features built in that can restrict access to authorised users only. For content owners that require an additional layer of protection a DRM solution can be integrated on top of the core SwiftCDN.

Format Support

- Microsoft Smooth Streaming
- Apple Dynamic Streaming (iPhone/iPad)
- Adobe HTTP/RTMP Dynamic Streaming
- Website Acceleration
- Large file download



Security

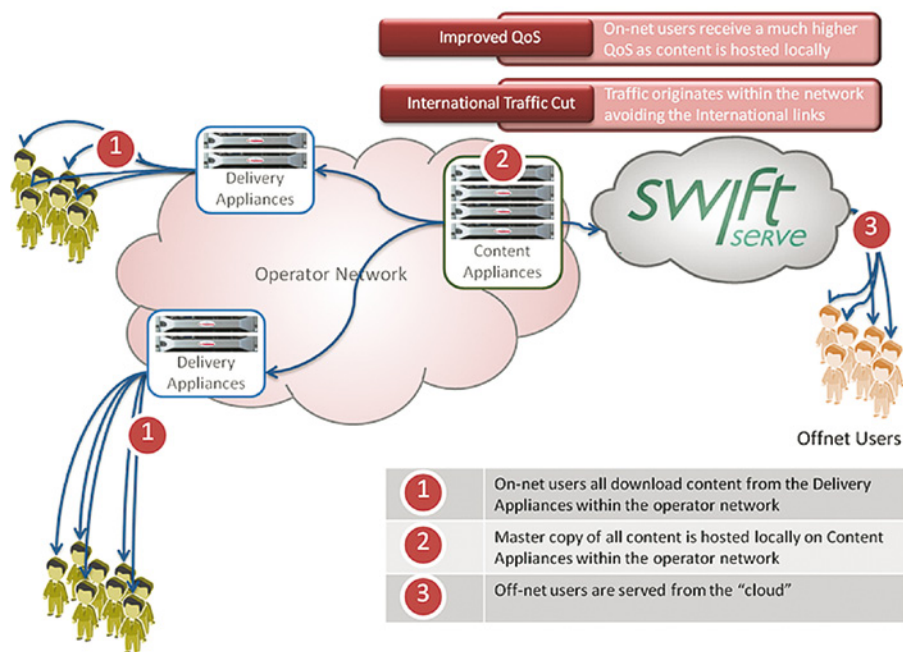
- URL token authorisation
- Geoblocking
- SWF Validation

Ancillary Features

- Global Load balancing
- Origin Storage Service
- Real time reporting
- Log files

Finally SwiftCDN includes what we term "ancillary" features. Features like global load balancing are fundamental to ensuring that the CDN operates correctly and provides the availability/performance that our customers require. The reporting and logging functions are critical to ensure that customers are able to track and understand the popularity of their content online.

SwiftCDN Hybrid CDN >



SwiftCDN is unique in the ability to leverage the cloud-based SwiftServe infrastructure for delivering low premium off-network content locally or internationally. This allows the Customer the flexibility to cater with sudden traffic spikes or flash demand for content within their network, or for better delivery of content via the globally diverse SwiftServe points of presence (POP). The Customer maintains complete control of their content at all times regardless of delivery model.

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