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SwiftServe Cross Platform

SwiftServe is a unique CDN service that focuses on simplifying the business of delivering content online. One of the areas that we've identified as a key initiative for 2011 is mobile delivery. With the large range of devices, with drastically different form factors, capabilities and connections speeds many content owners find it is a real challenge to deliver a consistent experience to mobile users and as a result this market is often neglected.

Cisco has recently estimated that there are over 500 million smartphones in the world and this will grow to over 5.6 billion mobile devices by 2015. There will be nearly one mobile device per capita in 2015 and nearly 1 billion of these users will only access the Internet via their mobile devices. The Mobile Internet is becoming one of the most important mediums through which brands can reach their audiences.



Mobile Performance >

As with the fixed Internet, performance is key on the mobile Internet. Recent research from Amazon revealed that every 100ms of page load latency resulted in a 1% drop in sales.

At SwiftServe we have built a platform focused on performance. We are able to minimize latency through our innovative caching and technology. Furthermore we employ powerful content compression algorithms to further accelerate delivery on mobile networks.

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Mobile Experience >

Video traffic already accounts for over 50% of mobile Internet traffic, however much of that content is not optimized for mobile delivery. End users have to either put up with low quality video or suffer from video that buffers repeatedly.

At SwiftServe we optimize our delivery dynamically for mobile networks. This allows us to guarantee the best experience for each device and to make use of the available bandwidth.

[More Info](#)



Content Preparation >

One of the major costs associated with delivering video online is the production and packaging of that content. With the multitude of mobile devices and the range of formats supported by each, many content owners have found themselves encoding their content many times to cater to a number of devices.

SwiftServe provides a solution that can target multiple devices from a single input video. Whether the target device is iOS, Android, Windows Phone 7 or even a PC, SwiftServe is able to dynamically target the content to that device. This avoids the complexity, cost and time associated with traditional content preparation workflows.

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