

SwiftServe Digital Delivery Network featuring SwiftSTREAM for Streaming Services (Live Events and VOD)

SwiftServe is a next generation content distribution specialist focusing on delivering the highest quality, performance and reliability to its customers. Headquartered in Singapore, its aim is to become the leading provider of digital content distribution services in Asia, which will be achieved through its heavy investment in regional infrastructure.

Why Streaming

Streaming is the simultaneous delivery and consumption of rich media content. It can be used for broadcasting events. Streaming enables millions of people around the world to enjoy live performances as they occur or to learn about the latest news in real time.

Streaming is also an ideal choice for on-demand delivery of video and audio, especially long-form content, because it starts playing within seconds and allows users to jump to any future point in the video or audio. Regardless of the size of the media file, there's no need to wait for the entire file to download.

Unlike other content delivery methods, streaming players can play media in real time without leaving behind a file, providing inherent security advantages. Once the file is watched, it can't be shared or replayed offline. For increased security of copyrighted music or video, you can use digital rights management (DRM) to secure your streams.

Streaming can result in lower costs as well, because your delivery charges are a function of how much content moves from the CDN to the consumer. Streaming media is only delivered while it is watched (if it is watched), rather than delivered as a download that may never be opened or watched in its entirety. If consumers only view a portion of the file, streaming can be significantly less costly, particularly when there is a high rate of abandonment in mid-stream.

Business Benefits

Superior Quality Flash Streaming

You know that using Adobe's Flash give you the value of rich, interactive content experiences that increase end user stickiness, which is vital in today's competitive markets. You know that visitor loyalty and retention is directly related to not only the content of your media but the quality of its delivery as well as the overall performance of your Web presence. Using the latest Adobe technology, SwiftServe has industry leading performance and scalability ensuring your content is delivered to your end users flawlessly with minimal buffer times, re-enforcing the quality of your brand.

iPhone & Smooth Streaming

With the adoption of Apple's iPhone now leading the field with respect to mobile media consumption it makes the ideal platform for a content owner's move into the mobile consumption market.

Smooth Streaming is a technology that enables adaptive streaming of media to Silverlight and other clients over HTTP. Smooth Streaming provides a high-quality viewing experience that scales massively on content distribution networks, making true HD 1080p media experiences a reality.



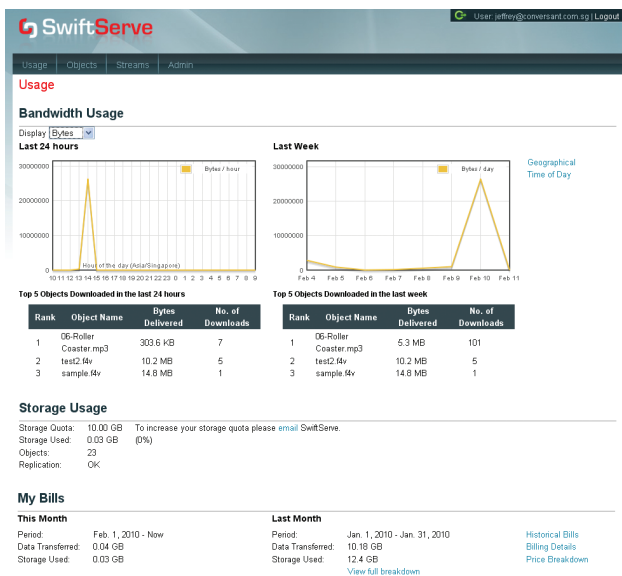
The SwiftStream platform now offers customers the ability to deliver their content via these latest generation technologies, and with the ability to include content transcoding within the platform itself, SwiftServe can help customers to maximize the value of their content assets.

Scalability

Whether you're doing a live broadcast or offering on-demand video clips, SwiftServe's pan-Asian infrastructure can deliver your site's peak Flash traffic delivery requirements — today, and as it grows in the future. Instead of building and maintaining your own infrastructure and having to cope with the issues of over-provisioning, buying additional hardware and software to keep up with ever-increasing Flash traffic demands, you can keep pace with the needs of your growing business by augmenting your infrastructure to the SwiftServe Streaming Platform and providing scalability on demand in a cost-effective manner.

The Platform

SwiftServe is focused on building the premier pan-Asian streaming platform, with its initial Points of Presence (PoPs) located in Singapore, Thailand and Malaysia. Further expansion into Australia, Indian and Mainland China is planned for early 2010. With this very regional Asian focus, SwiftServe will provide you with an unparalleled delivery capability. Whilst many US based Content Distribution Network's (CDN's) claim to have many thousands of servers, these are predominantly based in the US and Europe with a skeleton infrastructure existing in Asia. SwiftServe is headquartered in Asia and dedicated to the region.



Reporting & Intelligence

SwiftServe's Intelligence Portal provides report which allow you to assess your overall Flash streaming traffic as well as do a deep dive into how your streams are performing, who is watching them, the percentage of Flash Player version penetration of your audience and more.

The Intelligence Portal allow you to see which streams are most popular, and in what counties. Metrics like average play time and error codes provide insight into content performance and Return on Investment. Fast, intuitive filter and sorting capabilities make it easy to drill down on the specific assets for maximum understanding. You can learn more about your streaming audience make-up including Operating System and Flash Player Penetration.

Complying with Geographic Restrictions

SwiftServe's Geo-Compliance feature uses a geo-IP database to match requestors' IP address with predefined rule sets. This makes it easy to ensure that your content is not accessible outside of a defined geographic area—ideal for managing media licenses with geographic restrictions. For sites where advertising is a primary driver this help you constrain your audience to the target geography of your site's advertisers.

SwiftServe PoP Locations

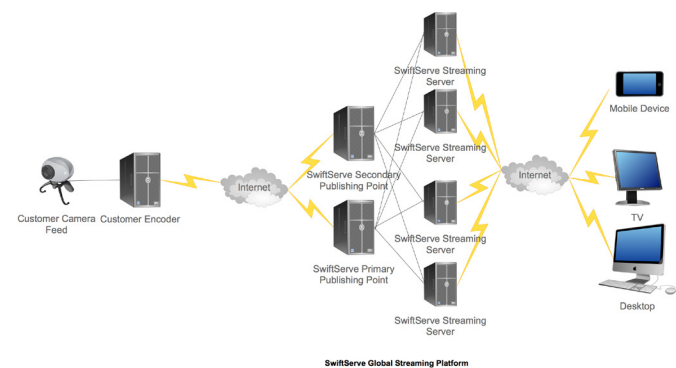


- SwiftServe currently have 2 major PoPs in Singapore and US
- Smaller PoPs are located in Thailand, Malaysia and Amsterdam

Live Flash Streaming

SwiftServe's Live Flash Streaming (LFS) platform offers a scalable, reliable solution for broadcasting high-quality live streaming in Adobe Flash. SwiftServe has a track record in successfully delivered large- scale live streaming events in the Flash FLV format.

The SwiftServe Streaming Platform



Unparalleled Reliability

Building upon years of CDN experience, SwiftServe's network architecture is uniquely able to handle large demand. SwiftServe's intelligent routing, combined with its regional infrastructure focus allows it to deliver unparalleled performance and quality. Load balancing ensures that only streaming servers with available resources are chosen to fulfill user requests.

SwiftServe Flash Streaming Features

Feature	SwiftServe Flash Platform
Dynamic Streaming	√
DVR functionality	√
Live HD/H.264 streaming	√
No client cache	√
Bandwidth detection	√
Custom stream delivery	√
Timeshifting seek	√
SWF verification	√
Dynamic buffering	√
Quality of service monitoring	√
Firewall and proxy transversal	√
Mobile delivery to Adobe® Flash® Lite™ 3	√
Encrypted RTMP (RTMPE)	√
IPv6 compliance	√
H.264 video and HE-AAC audio streaming	√
Unlimited scalability with Origin/Edge	√
Multipoint publishing	√
Server 302 redirection	√
AMF3 support	√
Server-side playlists	√



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