The Scalable Multimedia Platform (SMP) is a comprehensive suite of innovations that enable service providers and enterprises to have a single video file for multiple uses. This includes live multicasts featuring different camera angles and instant-on-demand streaming with varying resolutions for surveillance and entertainment.

A scalable multimedia platform empowers service providers to simplify the entire value chain with a single compressed video file that is served from a unified scalable streaming server. This works better than trying to stream different copies – at various resolutions and bit rates – to disparate client players over changing network bandwidths.

The SMP enables this seamless multi-screen experience – TV, PC, tablet, and smartphone – through a GUI application showcase (the 5th Screen) by providing an integrated scalable multimedia system for a variety of vertical markets.

More than a single technology, the SMP is a holistic platform that encompasses media ingest, encoding, processing, storage, adaptive streaming server and intelligent client players on various PC and mobile operating systems.

**OPPORTUNITIES**

- **Video-on-Demand** – Highest quality playback on any device
- **Live Event-Casting** – Multi-camera live-event multicasting for personalised viewing on heterogeneous devices over any network
- **Live Broadcasting** – Single broadcast stream targeting all types of devices with one single encoding
- **Surveillance** – Age-based video archive deprecation without the need for re-transcoding
CAPABILITIES

- Adaptive video streaming algorithms ensuring uninterrupted playback with zero rebuffering
- Advanced error resilience and concealment algorithms delivering the best video quality under lossy network conditions
- Optimized algorithms that exploit multicore architectures to enable excellent compression performance
- A one-time encoding into a single scalable file targeting multiple frame rates, resolutions and video qualities
- This Scalable Video Coding (SVC) technology is ISO/IEC compliant and has backward compatibility to H.264 standards

Our Value Proposition

Our adaptive video streaming algorithms ensure that there is uninterrupted playback with zero re-buffering during a live stream. Furthermore, advanced error resilience and concealment algorithms deliver the best video quality under lossy network conditions. Optimised algorithms exploit multi-core architectures to enable excellent compression performance.

Our solution for one-time encoding into a single scalable file supports multiple frame rates, resolutions and video qualities. Plus, the Scalable Video Coding (SVC) technology is ISO/IEC-compliant and has backward compatibility to H.264 video standards.

The flexibility of one scalable video file is a game-changer in various scenarios, opening up new opportunities. In video-on-demand, the highest quality playback is ensured on any device, even with fluctuating network conditions.

With live event-casting, multiple camera angles are presented in a live event multicast, where users can select personalised picture-in-picture viewing options on heterogeneous devices. For surveillance, old videos in the archive can be “deprecated” without the need for re-transcoding.

Institute for Infocomm Research

Industry Development Group
Institute for Infocomm Research (I2R) 1 Fusionopolis Way, #21-01 Connexis (South Tower), Singapore 138632
Tel. (65) 6408 2000 Fax: (65) 6776 1378 Email: inddev@2ra-star.edu.sg www.i2ra-star.edu.sg

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