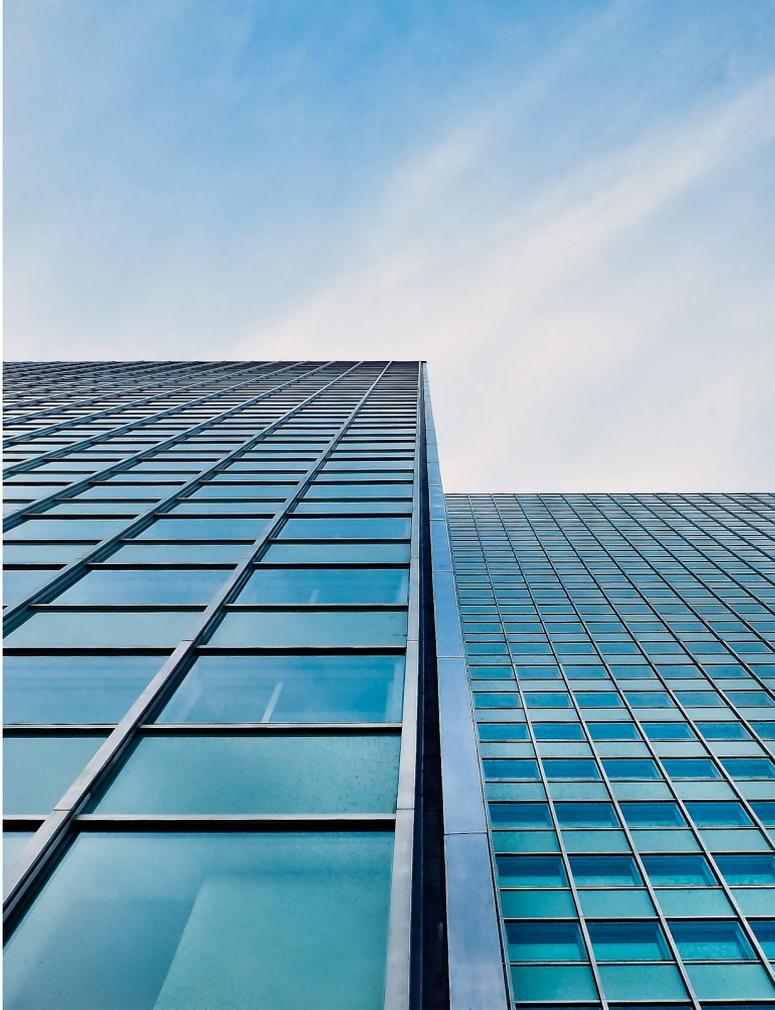


blueguava



today OTT's challenges

How to simplify the customer onboarding flow?

How to centralize behavior management?

How to reduce database bottlenecks?

How to reduce infrastructure costs?

How to keep an application alive?

How to create flexible app management?

We are prepared to deliver high-quality services to clients seeking to achieve their metrics in streaming, customer engagement, and analytics.

ENT.360

Efficient

Enterprise-Ready

Software-Only

Cloud based

Cover the OTT challenges in 360 degree

Content Library Management Solution



The background of the slide is a deep blue gradient with several jellyfish swimming in the water. The jellyfish are translucent with long, thin tentacles trailing behind them. A large white quotation mark is positioned on the left side of the text.

“

15+ years of media
development experience
encapsulated into one
comprehensive service



we provide

multilingual (stereo / Dolby 5.1) and multi-subtitle support (including Central European, Hebrew, Cyril, and Chinese)

on-demand / live streams / offline playback

Full-scope-range of video qualities: SD, HD, **4K** (SDR/HDR)

win-back strategies / reducing the churn / marketing automation techniques



the feature set

SDK-based approach for business logic

fast deployment with low risk

fully customizable application

all customer behavior model manageable via remote

integrated push notification

Chromecast / Airplay 2 support

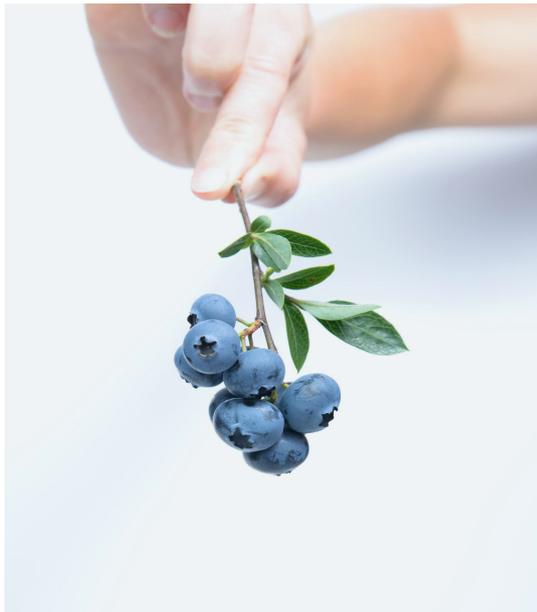
built-in analytics (segment.io)

device management

customized player (no additional license cost)

01 | the content

"Content is King" — Essay by Bill Gates 1996



format support

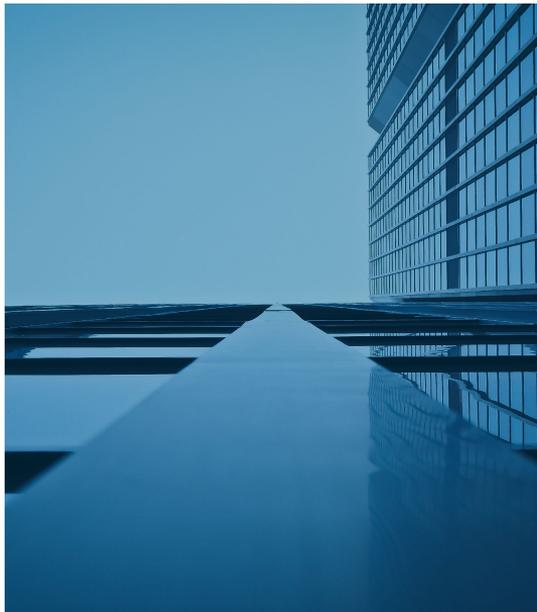
Broadcast-grade video experience

Apple **HLS** (4K/HDR)

DASH ISO (4K/HDR)

Microsoft **Smooth** Streaming (HD)

Uses Elemental Encoder in the background



security is our focus

streaming via https

drm-protected content

(Widevine Modular, Apple FairPlay, Microsoft PlayReady)

token-based authentication

drm providers

drmToday, iniSoft, buyDRM





content management

content **ingesting** via a browser
origin server and different kind of CDN support

transcoding workflow with **multiple profiles**
notification event about state changes
roles-based security for different stages
advanced metadata system





content discovery

combination of multiple data/content sources (RSS, mRSS, ATOM)

flexible and customizable carousel management

several carousel layout options

public and private (customized) type of carousel

built-in automatic carousel preference (recently added, trending now, most-watched, coming soon)

recommendation integration

real **search engine** indexing of content



playback experience

adaptive playback
multi subtitle / multilingual
audio stream

slow-motion / high-speed
playback

scrubbing images

cross-platform DRM

chromecast (CAF v3) support
airplay v2
bluetooth speaker (Android and
iOS)
ad-insertion
playback policies
offline viewing (Android, iOS)





02 | the customer



customer engagement

social platform-based authentication

facebook

Apple ID

Google Account
and vouchers

notification / email / push notification

data privacy





customer activities

multiple playlist creation

follow-up different artist / director / speaker / studio or festival

notification / email from content owner / creator



customer retention

improved customer service / shorter bug fix cycles

loyalty programs for long-time users

win back strategies via email, push, and in-app messages

customer care **vouchers**

promotional campaigns which offer personalized subscription price

easter egg support during video playback



advanced messaging

we enable operators to send push notifications, personal messages, or system messages to all subscribers, a targeted group of subscribers, or even a single subscriber.

messages can be notifications only or rich text with action buttons.

our certificates

ISO/IEC 27001:2014 (2018, 2019, 2020)

registration number: **HU-MSZT-ISMS/040-40**

gdpr compliance 2019



The background of the entire slide is a dark blue, monochromatic photograph of numerous jellyfish floating in an aquarium. The jellyfish are illuminated from below, creating a glowing effect against the dark water. They are scattered throughout the frame, with some appearing larger and more detailed than others. The overall mood is serene and mysterious.

03 | the cash

If content is King, revenue is Queen



digital products

subscription model

pay as you go / free trial / promotional price / pay upfront / intro prices

digital goods

consumable / non-consumable product



Roku

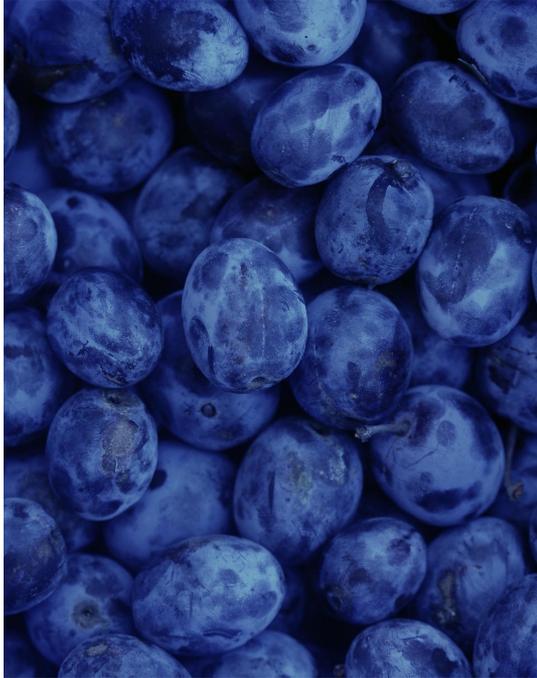
amazon appstore





multitenancy

the ENT.360 platform that supports multi-tenancy can provide IPTV/OTT middleware as a service (PaaS) and host multiple virtual service providers.



analytics

built-in analytics from app to segment.io
segment allows routing the data to the different places

flurry integration on mobile devices
Fullstory integration on the website

build-in content consumption tracking with daily reports
top content, top content provider, countries distribution, customer
engagement, minutes-video watched



access control

Increase your revenue and customer satisfaction by selling concurrency or device cap as a product.

the concurrent streaming limitation is CDN independent and can be applied to any source of content.

concurrent stream management
device cap limit

geo fence - set up the allowed countries for your service

parental control - allow your customer to control the kid's accessibility to the content

roadmap



Architectural Design

Working on the SDK based approaches and create a first application top of the framework

2017

2018

2019

Concept

Prototype created to represent the benefits of this technology

Productization

Build a prototype for a US client.
Full Functioning:
Android, iOS, and backend

Go-to-Market

Want to release the first
product top of the
technology
ROKU / Amazon Fire TV

2020

2021

UI in priority

Monitoring the current
app trends, we build up
a more flexible
framework around the
application.
Desktop / tvOS Support
and Chromecast



tech stack

ARCHITECTURE

microservices
docker containers
terraforms deployment

CLOUD SERVICES

Fargate, NLB, ALB, VPC Peering
Cloudwatch, Xray
Route53

DynamoDB, Global Tables, GSI, Dynamo
Streaming
ElastiCache (REDIS)
SQS (Fifo and Standard)

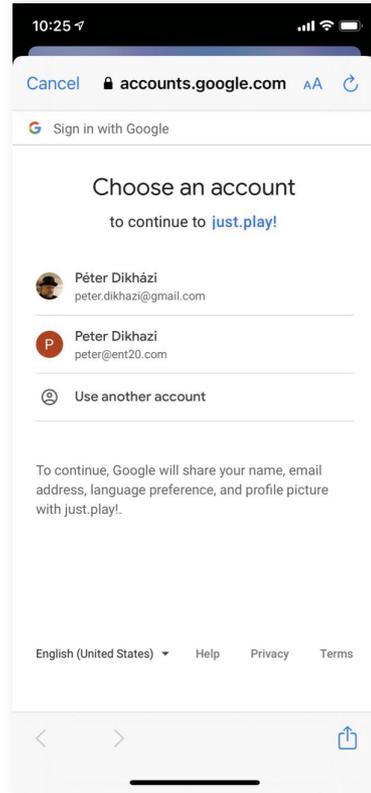
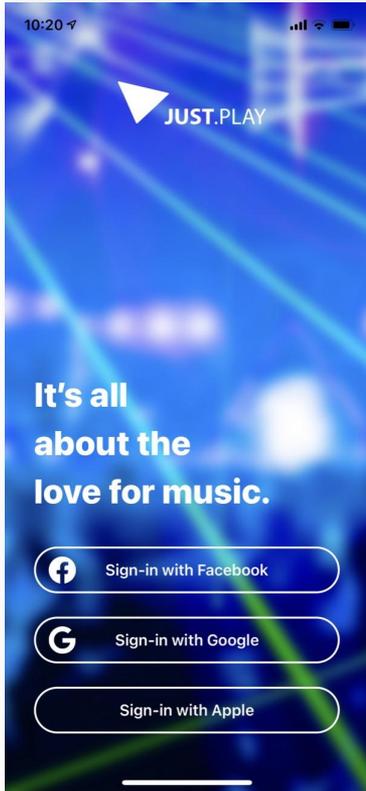
SNS
Lambda
EC2
RDS - Statistical Data

CloudFront CDN
MediaConvert w/ SPEKE
MediaTrailor
AWS Elemental Live

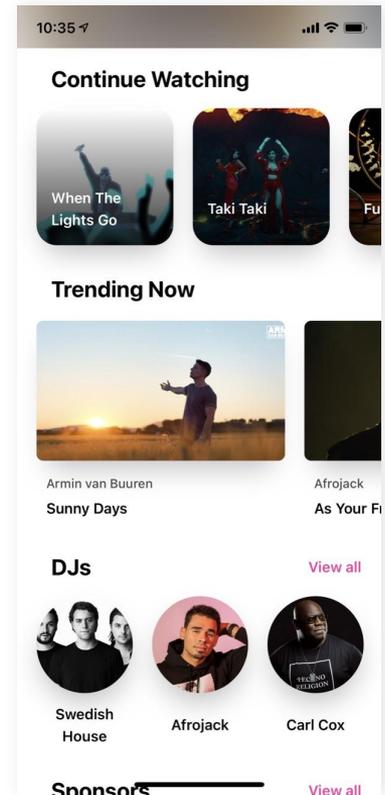
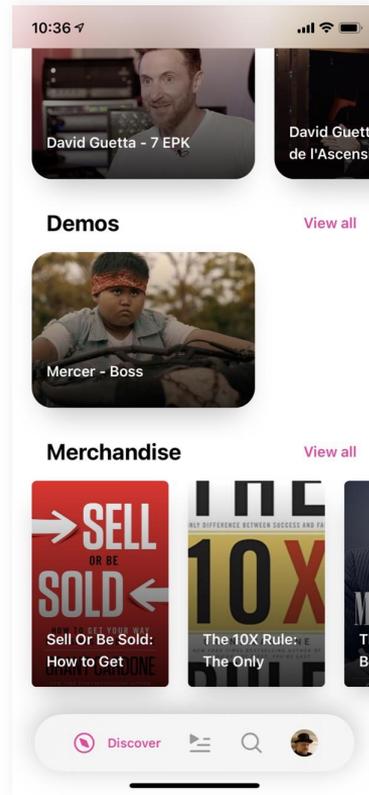
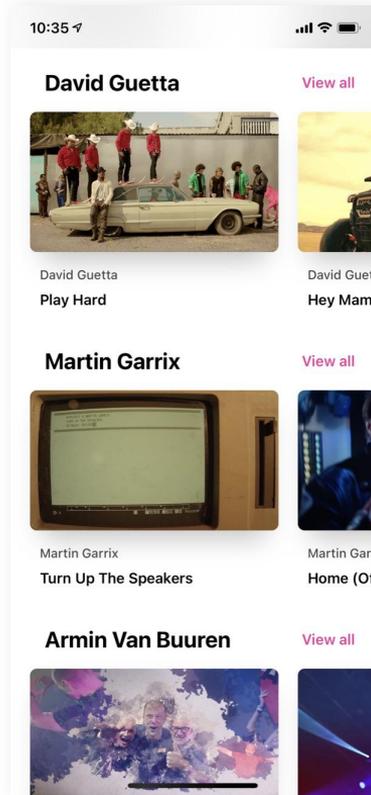
Prometheus
Grafana



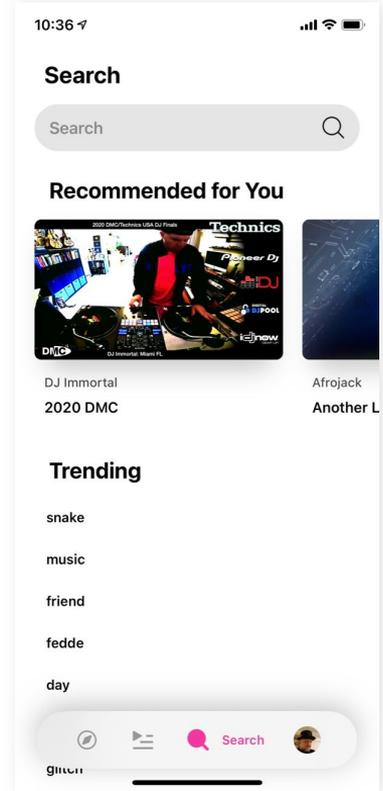
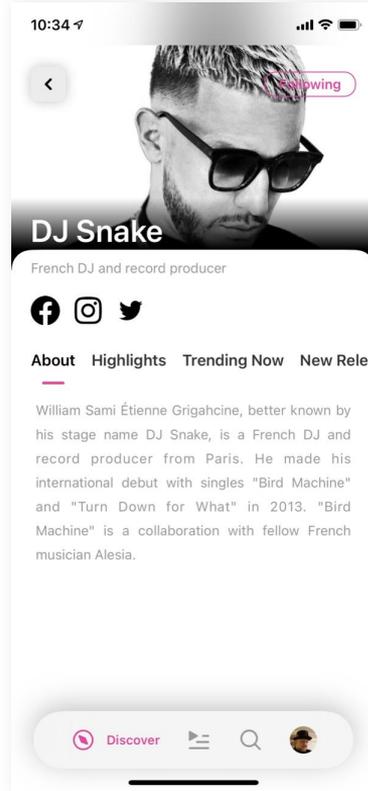
customer onboarding



content discovery



content and search



subscription



Pricing plan

Unlock the premium features for 1 month

POPULAR

Gold 1 month

2 690,00 HUF

- Downloads for offline viewing
- Exclusive tickets
- Live chat with your favorite DJs

Get 1 month / 2 690,00 HUF!

Restore my subscription



Pricing plan

Unlock the premium features for 1 month

Silver 1 month

1 590,00 HUF

- Full length videos
- Live parties
- Activity tokens
- Chromecast

Get 1 month / 2 690,00 HUF!

Restore my subscription



Gold

2 €

- Dc
- Ex
- Li
- D.

device support



Desktop/Mobile



Android



iOS



Chromecast



XBOX ONE



Android TV



LG



Samsung



ROKU



Amazon Fire TV

who we are

A passionate team of professional app and software developers, QA testers, and DevOps specialists.

Our team has expertise in **media** and **data** streaming design, implementation, and maintenance.

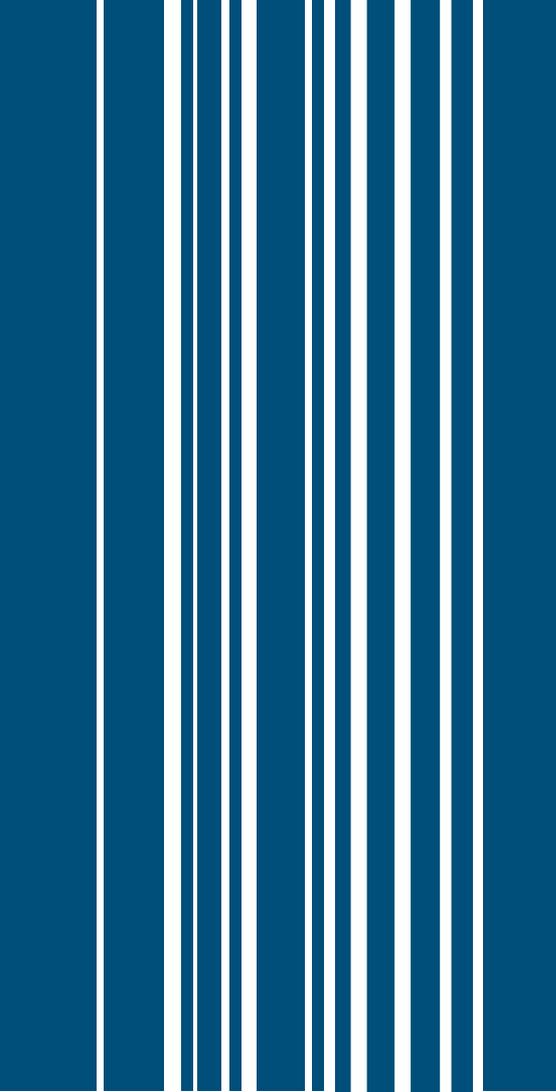
Established in 2009, we have 10+ years of extensive experience in the streaming industries. Headquartered in **Budapest**, Hungary

Successes and focus

Team makeup and experience working globally
For over a decade servicing HBO globally (EU, Asia, Latin America)
Exclusive technology partner of HBO LATAM

Development for web, mobile, gaming consoles, smart TVs, OEMs
Front-end, back-end, data engineering development
Marketing technology integration
Data pipelines and analytics platform integrations
Cloud services infrastructure: Azure, Amazon, Google
Digital store integrations





contact us!

email

info@guava.blue

phone

+36 (30) 995 4112
+1 (850) 855-4861

office place

1143 - Ilka u 31 - Building B - 3rd floor
Budapest
Hungary