eclexia
multiscreen media platform
vetrya

Eclexia is a multiscreen distribution platform

A complete, cloud based, Video Asset Manager solution that allows the end-to-end management of multi-format video content distribution and live streaming from multi-technology different sources to multi-technology different devices.

Target

Eclexia provides professional solutions to media companies, broadcasters, telecommunication operators, publishers, content owners and all companies in the media and entertainment markets.

Market

- Media
- Enterprise
- Education

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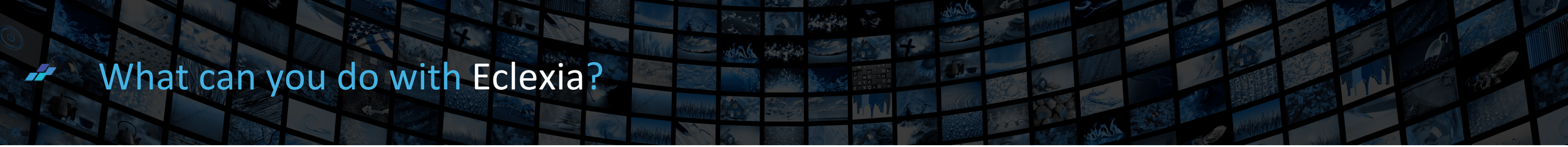

What can you do with Eclexia?

Target

Eclexia provides professional solutions to media companies, broadcasters, telecommunication operators, publishers, content owners and all companies in the media and entertainment markets.

Engagement

Users will be connected anytime and anywhere with the surrounding digital and real worlds through interactive videos.

360° support

Comprehensive management of adv campaigns, number of accesses, analysis, audience monitoring through fully customizable analysis and reporting dashboards. A customizable customer care service is provided to achieve high levels of quality of the provided services. The integration with third-party analytics platforms is provided, too.

Monetization

Maximum profits will be guaranteed from all videos through the use of the ADV management subsystem that provides pre-roll, insert, video banner and overlay modes. Main ADV platforms and billing systems can be easily integrated through the provided API system.

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Eclexia Strong Points

Multiscreen

Adaptable to all user’s devices.

Flexibility

High adaptability and flexibility allow the platform to be fully hosted on Customer’s premise.

End to end solutions

Customizable and innovative services tailored on Customer’s needs and expectations.

Easy to manage

Easy and intuitive in every step of the process, from the moment videos are created until they are viewed and beyond.

Eclexia Compatibility

Since nowadays consumers have access to videos in multiple ways, Eclexia can bring content everywhere on any device.

Live and on demand on any connected device:

Connect TV

- Samsung smart series
- LG
- Philips
- Panasonic
- Hisense

Smartphone – Tablet

- Apple iOS
- Android
- Windows 10
- webOS

Web – Desktop

- All browsers
- Mac OS X
- Windows (7, 8 e 10)

Game Console

- Xbox one
- Sony PS4
- other STB

Mosaic video player

A unique solution on the international market. Video streams are distributed on a single interface matrix. Available for mobile devices (Apple, Android, Microsoft) and connected TVs.
Through our mosaic video player, Customers can create interactive menus with multi video selection.

Eclexia Reliability

All services are designed on our Customer's needs, thanks to Vetrya's know-how and longterm expertise. Our significant experience on broadband multidistribution platforms with the most important media companies, broadcasters and publishers is the guarantee of a full range of professional services to support the implementation of "fast time to market".

Our strong commitment and dedication to work has bring us to become official Microsoft Windows Azure Partner. This drives us to a constantly growing collection of integrated services for calculation, filling, data, network and app, which allow us to be faster, more efficient and to save money. Eclexia provides unlimited cloud hosting resources for content and applications to be delivered through Microsoft Windows Azure infrastructure.

Eclexia Architecture / Rich Media Live and On-Demand Streaming

Solution for live and on-demand video streaming with multi-DRM, multi-CDN and multi-player support and advanced indexing.

Ingest

Source video from live sources or files.

- Live Video Stream → Live Ingest
- Media Files (Video, Audio and Images) → Secure Upload

Encode and Analyze

Video is encoded on-premise or in the cloud and analyzed using advanced cognitive algorithms.

- Live Encoding
- Speech-to-Text (Media Indexer)
- On-Demand Encoding
- Content editing (watermark, crop, marker, etc)
- Face / Motion / Emotion Detection OCR
- Video Summarization and Redaction

Encrypt and Package

Video is encrypted or protected with either AES, PlayReady, Widevine, or FairPlay.

- Dynamic Encryption / DRM
- Dynamic Packaging

Origin and CDN

Video is dynamically packaged. Video is streamed live or on-demand and distributed through Microsoft, Verizon, or Akamai CDN.

- Live Streaming
- On-Demand Streaming
- Azure CDN powered by Microsoft, Verizon, and Akamai

Display

Source video from live sources or files.

- Browser
- App
- Eclexia Media Player

Customer Component
Azure Service
Partner Component

Analysis & Reporting

Live ingest and encoding, CDN usage and player interactions are monitored with telemetry.

Media Content Management

Content is managed in partner CMS (multilanguage metadata and audio, gallery and playlist, publication workflow, alerting, user and profile, statistics and usage)..

Encoding & Management

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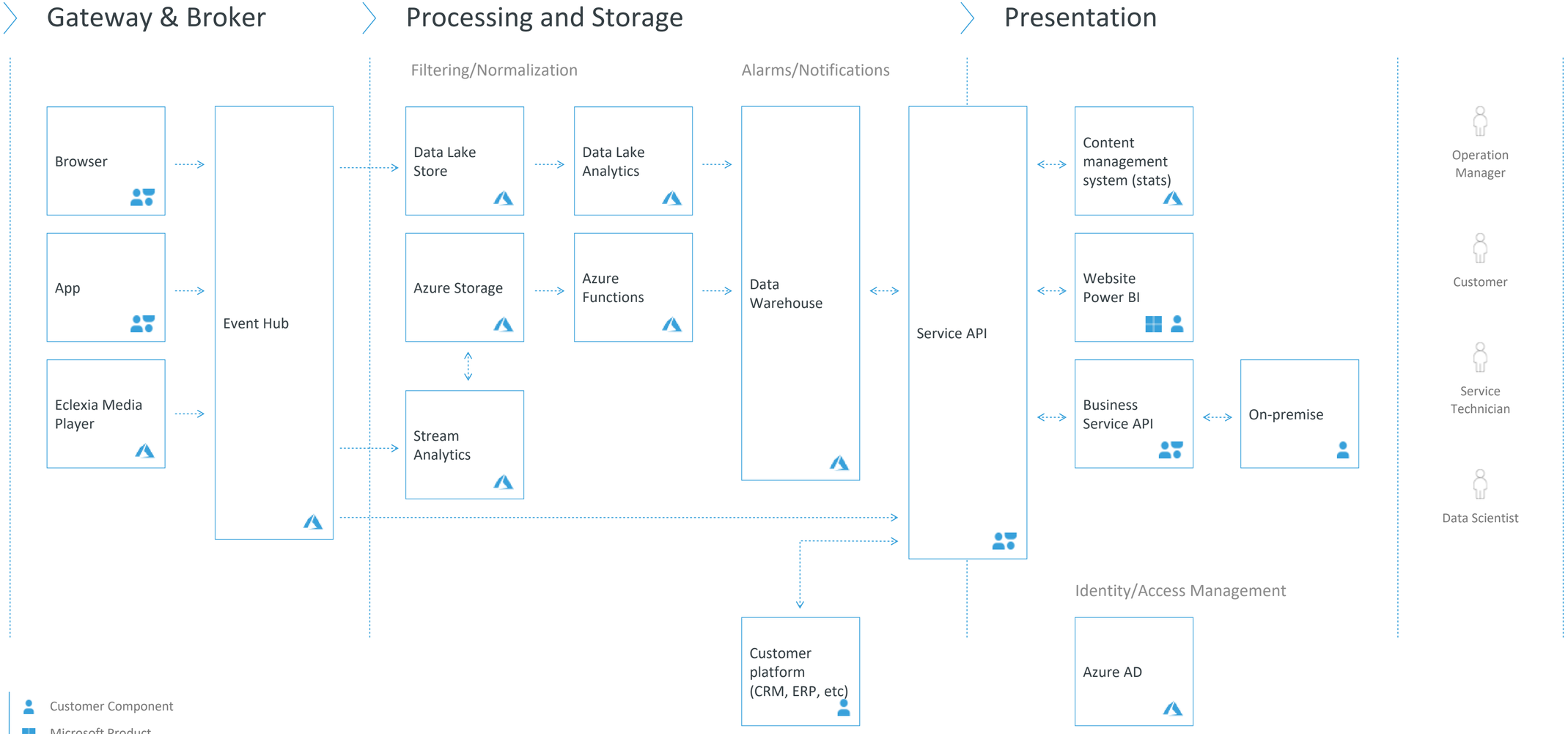
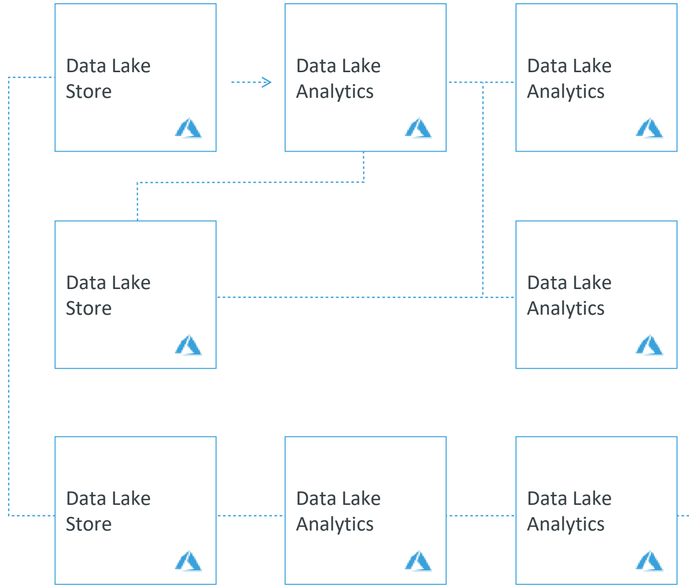
Eclexia Architecture / Analysis & Reporting

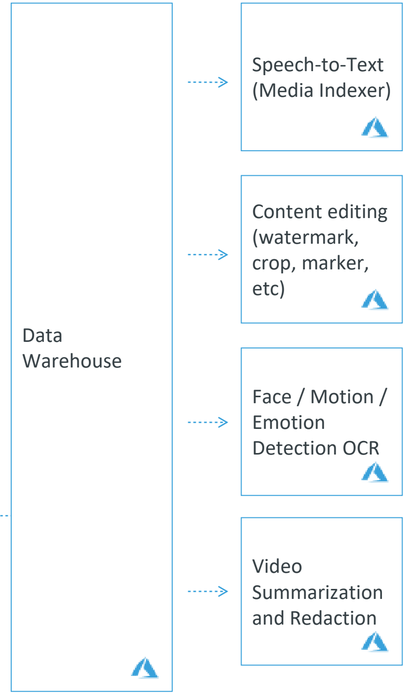


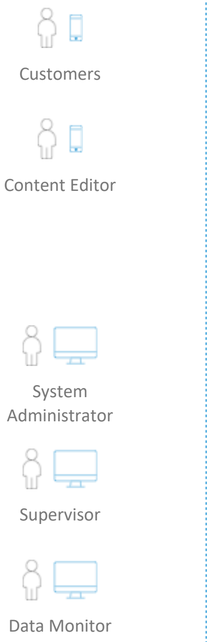
Eclexia Architecture / Encoding & Management

Processing and Storage



Presentation





Solution Type: SaaS
1st Party Owner: Vetrya S.p.A.
3rd Party Owner: Customers
Published Thru: AppSource

Azure Service
Partner Component

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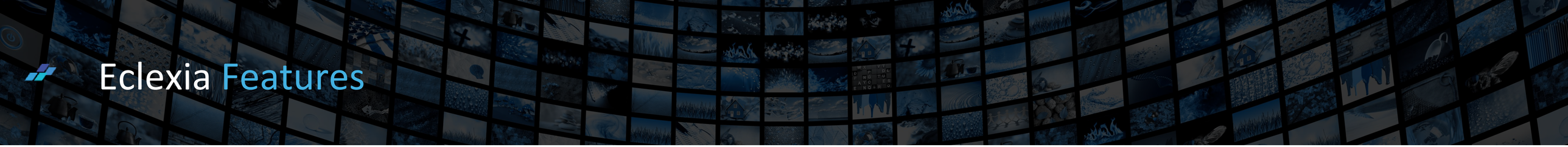

Eclexia Features

Ingestion, Encoding and Transcoding

Automatic processes management for single video and/or entire libraries on any format.

Video Management

Easy organization and customization of the library.

HTML 5 Video Player

API for 3rd parts integration.

API Connector

API for 3rd parts integration.

Video Syndication

It keeps content automatically updated on multiple distribution channels.

Video Analytics

Full control on ADV campaigns.

Video Monetization

Maximize video profits.

Live Streaming

Management of live and video playlist content through the self-adaptive streaming solution.

- Content Delivery Network
- Digital Rights Management
- Digital Signage
- Image management
- Gallery management
- Podcast
- Cognitive Services
- Multilanguage
- Web TV module

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Eclexia Main Functionalities

Video Management

The “Video Management” section allows the user to import VOD content and edit attributes such as title, metadata, etc. Below are the main functionalities of the platform:

- Video Upload;
- Video Editing;
- Video Import from YouTube.

VIDEOS Microsoft Cognitive Services

The platform allows users to automatically generate subtitles by using the speech to text tool that performs audio track analysis. It is also available an editor for the management and review of subtitles.

IMAGES Cognitive Service

By using the Microsoft Cognitive Services technology the platform can scan the image to automatically determine a lot of metadata info, such as:

- Tags;
- Categories;
- Subjects;
- Title;
- Color;
- Text.

Live Streaming

The platform manages the live streaming flow in the same way as VOD content.
The main steps are:

- Creating the Channel by choosing the ingestion protocol type;
- Creating the Program associated to a certain channel with a start and an end date.

The platform makes available URLs for embedding the player in the various front-ends.
The event can be even recorded and transformed into one or more VODs.

Eclexia for Broadcasters & OTT

Maximise revenues

Eclexia is a fully customised solution for broadcaster, telco operators and OTT. It allows to increase ARPU and subscription towards VOD and SVOD services.

The platform allows to develop every business model, increasing added value and interactivity to classic video distribution services.

TV everywhere (TVE)

Eclexia provides both "turn-key" and customised solution to create an end-to-end OTTV service with advanced monetisation feature, social interaction and customisations tools.

An extraordinary tool that extends classic distribution on every device and to create personal social e-pay TV with Live, VOD, catch-up, cloud digital, video recorder and many others.

Over the TOP (OTT)

Create an interactive connection with the audience through live and on-demand video on a global scale. Develop business models monetising video content. This is the eclexia’s goal towards Over the top.

An extraordinary tool that extends classic distribution on every device and to create personal social e-pay TV with Live, VOD, catch-up, cloud digital, video recorder and many others.

Contact our sales area for further info.

Eclexia for Digital Media

Maximising Lead Generation and Engagement

Eclexia solutions allow to transform visitors into customers through customised call-to-action in the players and proposing related videos. This and other tools allow to increase user interactions and to generate more leads.

Extending video marketing range

Eclexia allows to route more visitors on websites and landing pages by advanced tools of video distribution. It is possible to distribute content on YouTube and social networks with a single click, and to embed the players into different websites.

Measuring success and enabling sells

Eclexia enables to trace impressions of videos and users interaction to improve leads through segmentation, targeting and scoring. This allows to provide sale agents with engagement data for every specific video, helping them to understand audience interests.

Contact our sales area for further info.

Eclexia for Enterprises

Cooperation and knowledge sharing

Eclexia video platform provides customers business with the needed tools to build knowledge and improve productivity and team cooperation through media creation, webcasting and sharing tools.

Business Training and Communication

The platform allows to manage video training in a faster and more effective way, cutting costs.

From managers' meeting to global organisation communications, the platform make easier to communicate through user-friendly webcasting.

Marketing

Eclexia provides all the video tools for a pro-marketing and e-commerce campaign, helping customers to transform videos in a key-part of marketing strategy.

It allows to program brand awareness campaign and stand out from competitors with the power of infotainment and video marketing.

Contact our sales area for further info.

Eclexia for Education

Training / Learning

Easy-to-use software for live streaming and video recording, it enhances classroom teaching experience through greater student involvement during the teaching / learning phase.

Archiving and Video Management

The platform allows to manage training video services faster and with reduced costs.

From management meetings to communications to all members of the organization, the platform makes it easier to communicate through user-firendly webcasting.

Evolved Interface

The evolved but simple interface allows an easy management of all videos, documents and images stored in the system, providing tools to edit, modify and code them according to the Customer's needs.