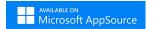
ElendVision



An Optimal VOD Streaming SaaS on Microsoft AppSource

Customer Pain Points		Ideal Solutions		Desired Results
Last-minute encoding in irregular demand	•	Lead time optimisation (Priority Queue)	>	Priority Queue - Speed first Smart Queue - Cost first
Maximize watching experience, minimize CDN cost	•	Bitrate optimisation suggested by system	>	Per-Title Encoding built-in as default
No video team nor encoding knowledge	•	Optimal presets for various scenarios	>	Optimal Presets for various scenarios
Protection is necessary but DRM is too expensive	•	Content Protection on demand	>	Secruity Levels: none, AES128, DRM
Some complain about quality, others hate much data consuming		Allow users to set data cap for streaming		Smart ABR allows adaptive in designated quality range
Development team needs API, content team wants bulk upload, customers quest copy from established storage	>	A variety of input methods	>	Mutiple Inputs: console, API, upload endpoint











One Integration for Full-stack VOD

- Per-Title Encoding
- Azure CDN Streaming
- Multi-DRM

Excellent Operation

- Fulfill demands from different departments in your company
- The API for dev team, the console for content team, bulk upload by any software for your vendors

Up-to-date SaaS

- No hardware upgrade.
 Keep your OVP up-to-date on advanced technology
- Advanced codec: AV1, H.265
- Wide-ranged HDR support
- Multi-DRM

As the whole market leaps into the cord-cutting revolution, you need an experienced partner to redefine your next video platform for your video business of OTT, vMVPD, and Linear TV.





SendVision + Microsoft Azure

An Optimal VOD Streaming SaaS on Microsoft AppSource



Solution Alignment

Full-stack VOD

Full-stack VOD services in one integration

 Combining BlendVision's transcoding technology, Azure CDN streaming, and Multi-DRM including Microsoft PlayReady



Priority Queue

- Amateur asks encoding time; Pro cares job lead time
- Optimised auto-scaling algorithm for Azure AKS
- Priority Queue Speed first; Smart Queue - Cost first



Built-in PTE

- Per-Title Encoding (PTE) is a must-have feature for your video business
- BlendVision's PTE finds the perfect harmony for each video between great streaming experience and optimised CDN cost

PlayReady[®]

Multiple Input Methods

- An excellent operation experience
- BlendVision enables different departments to trigger encoding job service in a way they prefer, e.g. input by API, endpoint upload, cloud storage copy, or even a console which can be signed up by Azure AD.











Encoding Tech Specifications

Category	Spec	Note
Output	Azure Blob, AWS S3, Temporary storage	
Streaming protocol	MPEG-DASH, HLS	
Output video codec	H.264/AVC, H.265/HEVC, AV1	
Output audio codec	AAC-LC	
DRM and content protection	AES128 Key, Google Widevine, Apple Fairplay, Microsoft PlayReady	
Input containers	.mpg, .m2ts, .mp4, .mov, .ts, .mkv, .avi	
HDR	HDR10, HLG, Dolby Vision*	One of the only OVP offers all these 3 formats. *Supported by ProServe and extra 3rd-party license fee
Input methods	The console, Copy files from cloud storage by API, Integrate with your CMS	



