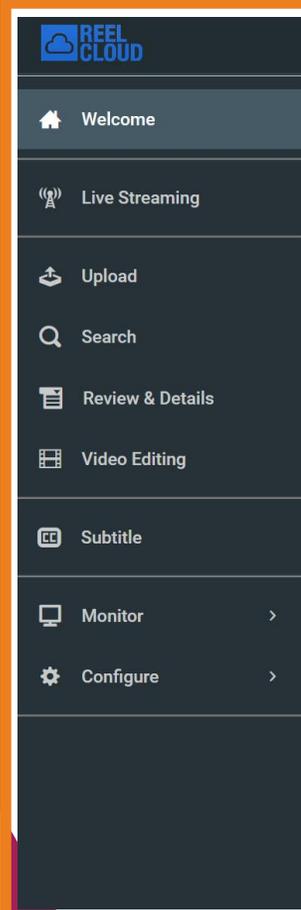


ReelCloud

The Livestream and Video
Asset Management Platform

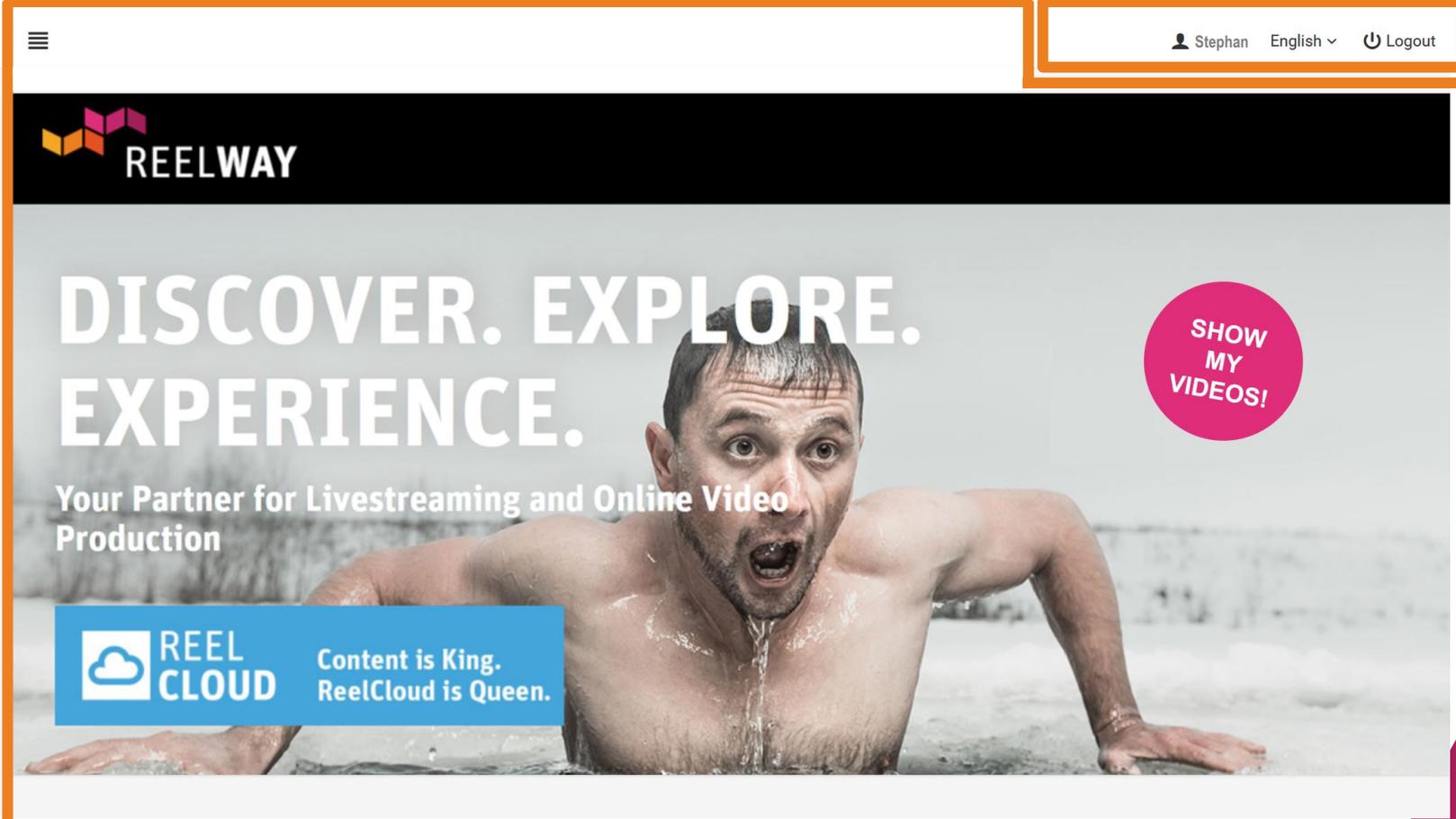
Reelway GmbH
Dr. Stephan Schneider
Bonn, October 4th 2021

Services



- REEL CLOUD
- Welcome
- Live Streaming
- Upload
- Search
- Review & Details
- Video Editing
- Subtitle
- Monitor >
- Configure >

Display



REELWAY

DISCOVER. EXPLORE. EXPERIENCE.

Your Partner for Livestreaming and Online Video Production

REEL CLOUD Content is King. ReelCloud is Queen.

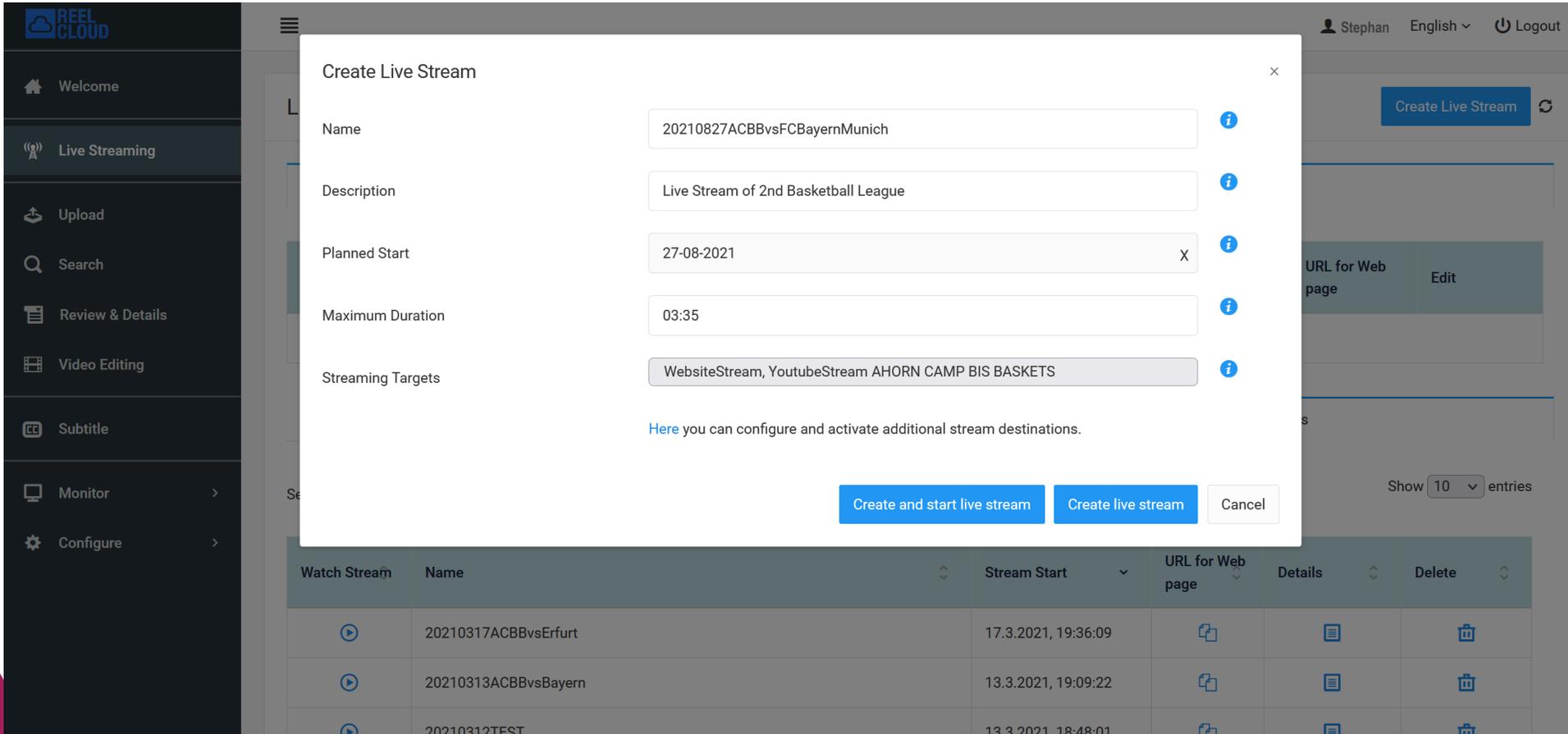
SHOW MY VIDEOS!

User Administration



Stephan English Logout

LIVE STREAMING



The screenshot displays the REELCLOUD interface with a 'Create Live Stream' modal form open. The form contains the following fields and values:

- Name: 20210827ACBBvsFCBayernMunich
- Description: Live Stream of 2nd Basketball League
- Planned Start: 27-08-2021
- Maximum Duration: 03:35
- Streaming Targets: WebsiteStream, YoutubeStream AHORN CAMP BIS BASKETS

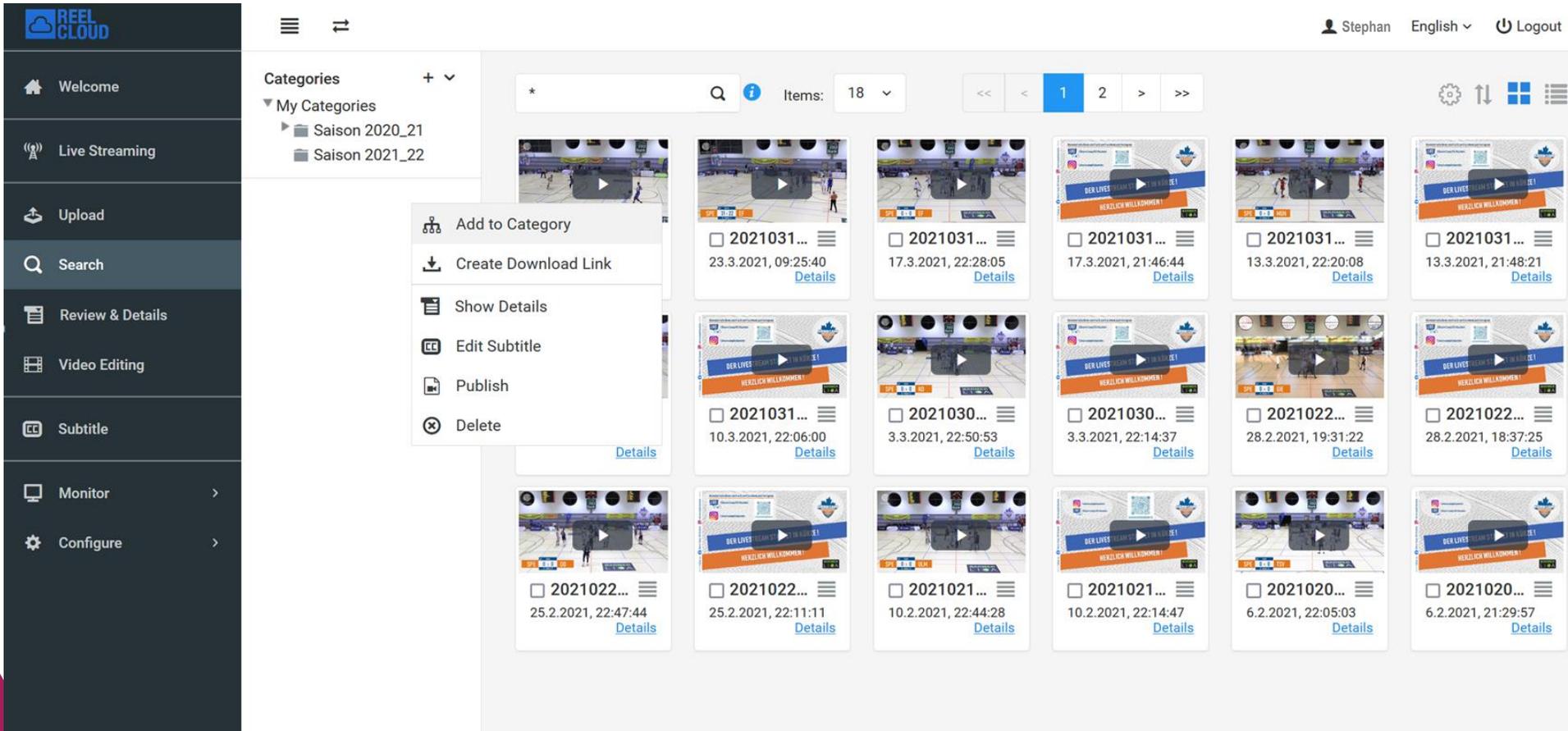
Below the form, there is a link: [Here you can configure and activate additional stream destinations.](#)

At the bottom of the modal, there are three buttons: 'Create and start live stream', 'Create live stream', and 'Cancel'.

The background interface shows a sidebar with navigation options: Welcome, Live Streaming, Upload, Search, Review & Details, Video Editing, Subtitle, Monitor, and Configure. The main content area shows a table of live streams with columns: Watch Stream, Name, Stream Start, URL for Web page, Details, and Delete.

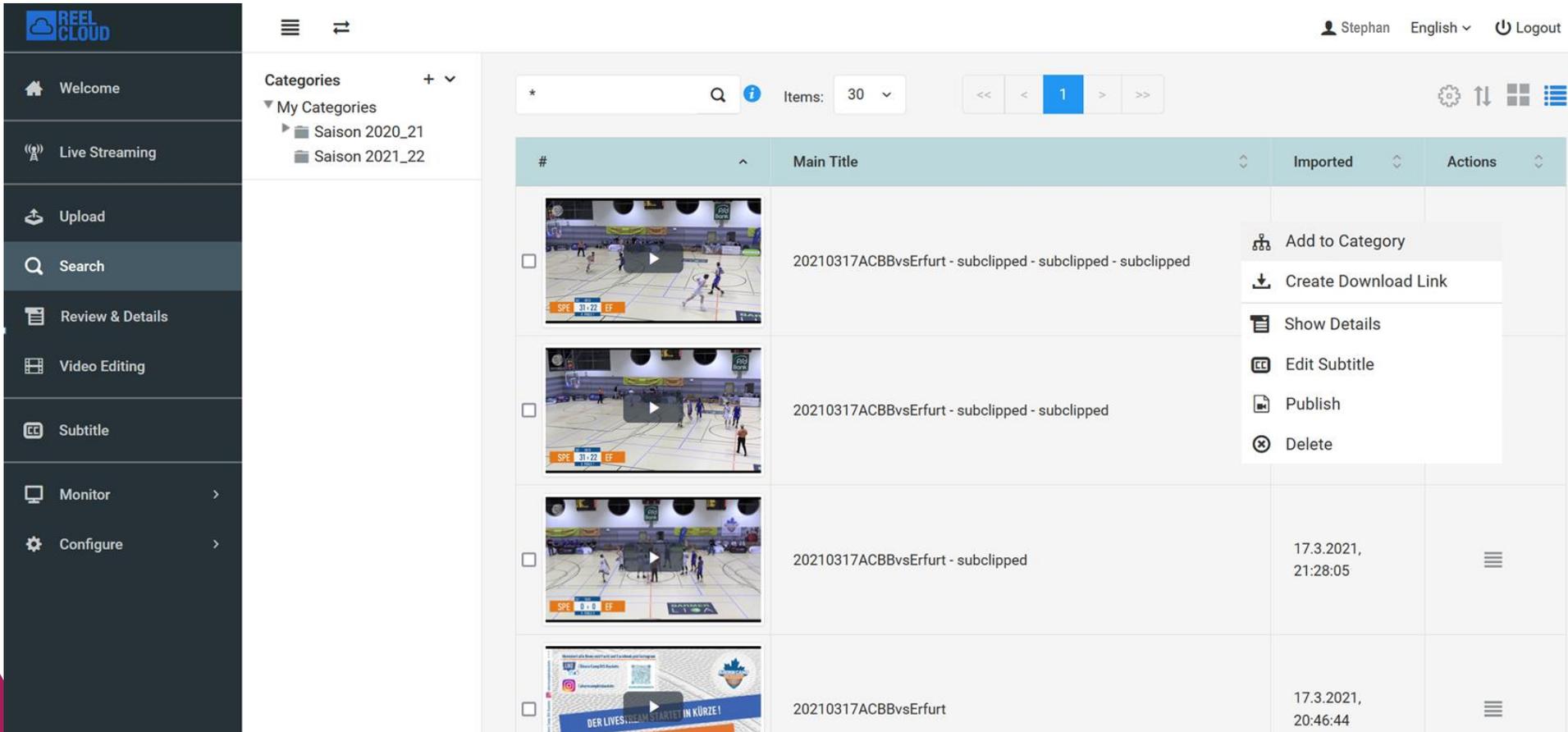
Watch Stream	Name	Stream Start	URL for Web page	Details	Delete
	20210317ACBBvsErfurt	17.3.2021, 19:36:09			
	20210313ACBBvsBayern	13.3.2021, 19:09:22			
	20210312TEST	13.3.2021, 18:48:01			

SEARCH – GRID VIEW



The screenshot displays the REELWAY interface in a grid view. On the left is a dark sidebar with navigation options: Welcome, Live Streaming, Upload, Search, Review & Details, Video Editing, Subtitle, Monitor, and Configure. The main content area shows a search results grid for 18 items. A context menu is open over the first item, listing actions: Add to Category, Create Download Link, Show Details, Edit Subtitle, Publish, and Delete. The grid items are video thumbnails with titles like '2021031...' and '2021022...', along with timestamps and 'Details' links. The top right of the interface shows user information (Stephan), language (English), and a Logout button. Search filters and pagination controls are visible at the top of the grid.

SEARCH – LIST VIEW



The screenshot shows the REELCLOUD interface in search list view. The sidebar on the left contains navigation options: Welcome, Live Streaming, Upload, Search (highlighted), Review & Details, Video Editing, Subtitle, Monitor, and Configure. The top navigation bar shows the user 'Stephan', language 'English', and a 'Logout' button. The main content area displays a list of video assets with columns for '#', 'Main Title', 'Imported', and 'Actions'. A context menu is open over the first item, showing options: 'Add to Category', 'Create Download Link', 'Show Details', 'Edit Subtitle', 'Publish', and 'Delete'.

#	Main Title	Imported	Actions
<input type="checkbox"/>	20210317ACBBvsErfurt - subclipped - subclipped - subclipped		<ul style="list-style-type: none"> Add to Category Create Download Link Show Details Edit Subtitle Publish Delete
<input type="checkbox"/>	20210317ACBBvsErfurt - subclipped - subclipped		
<input type="checkbox"/>	20210317ACBBvsErfurt - subclipped	17.3.2021, 21:28:05	
<input type="checkbox"/>	20210317ACBBvsErfurt	17.3.2021, 20:46:44	



- 🏠 Welcome
- 📺 Live Streaming
- 📶 Upload
- 🔍 Search
- 📄 Review & Details**
- 🎬 Video Editing
- 📄 Subtitle
- 🖥️ Monitor >
- ⚙️ Configure >

Stephan English Logout

20210317ACBBvsErfurt - subclipped - subclipped - subclipped



02 08:13
SPE 31 - 22 EF
0 FOULS 1

Keyframes

Metadata

- Metadata i Comments i Logs i Publishing i
- Title >
- Title:

20210317ACBBvsErfurt - subclipped - subclipped - subclipp
- Main Title:

20210317ACBBvsErfurt - subclipped - subclipped - subclipp
- Description >
- Production >

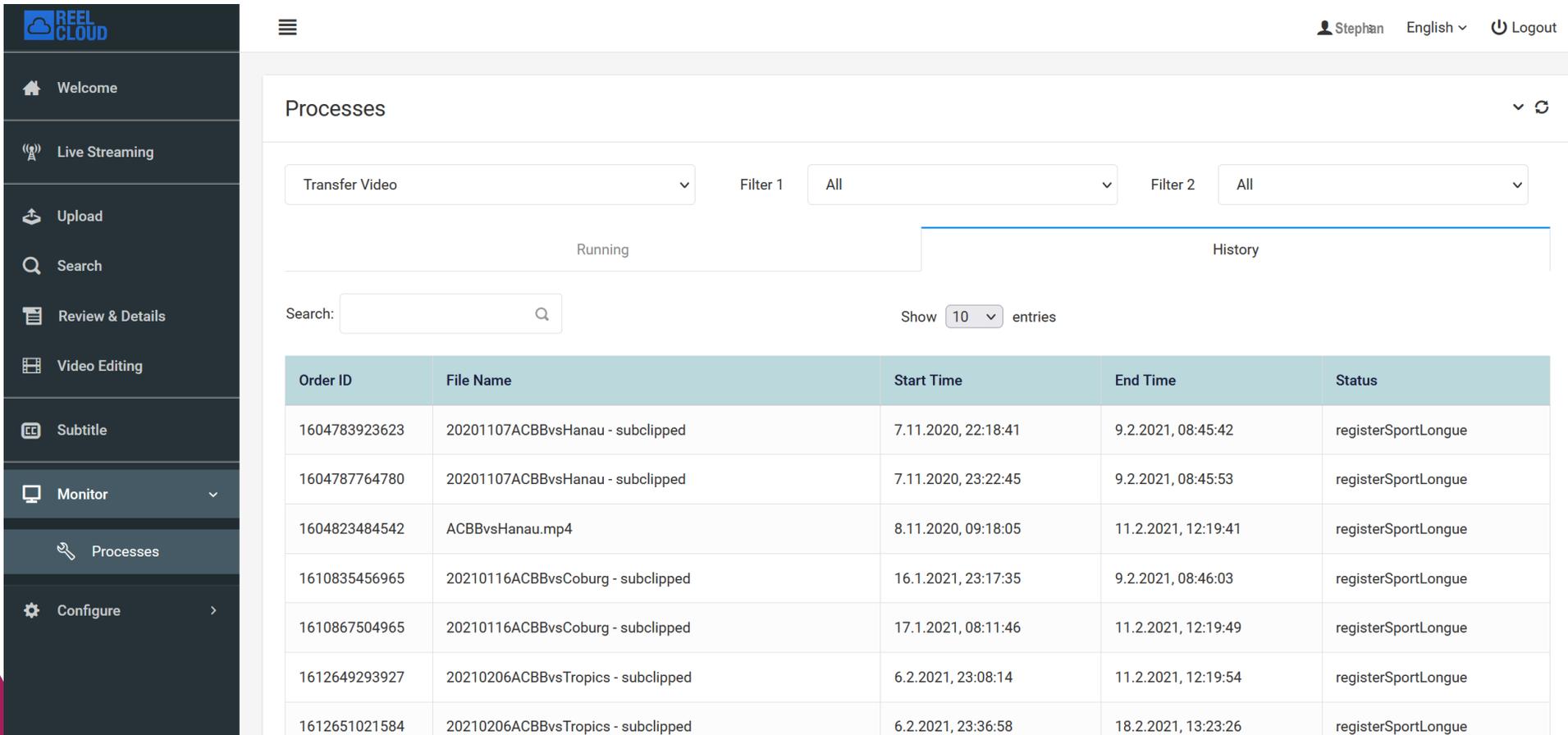
Save

Timed Metadata

- Markers
- Subtitles



The screenshot displays the REELWAY Video Editing interface. On the left is a dark sidebar menu with the following items: Welcome, Live Streaming, Upload, Search, Review & Details, Video Editing (highlighted), Subtitle, Monitor, and Configure. The main content area is titled "Video Editing" and features a video player showing a basketball game. The video player includes a progress bar at the bottom with a timeline from 00:00:05:00 to 00:00:55:00. A score overlay at the bottom of the video shows "Q2 08:13", "SPE 31 : 22 FF". The top right of the interface shows user information: "Stephan", "English", and "Logout".



The screenshot displays the REELCLOUD monitoring interface. On the left is a dark sidebar with navigation options: Welcome, Live Streaming, Upload, Search, Review & Details, Video Editing, Subtitle, Monitor, Processes (selected), and Configure. The main content area is titled 'Processes' and includes a filter section with 'Transfer Video' selected for Filter 1 and 'All' for Filter 2. Below the filters are tabs for 'Running' and 'History'. A search bar and a 'Show 10 entries' dropdown are also present. The main area contains a table with the following data:

Order ID	File Name	Start Time	End Time	Status
1604783923623	20201107ACBBvsHanau - subclipped	7.11.2020, 22:18:41	9.2.2021, 08:45:42	registerSportLongue
1604787764780	20201107ACBBvsHanau - subclipped	7.11.2020, 23:22:45	9.2.2021, 08:45:53	registerSportLongue
1604823484542	ACBBvsHanau.mp4	8.11.2020, 09:18:05	11.2.2021, 12:19:41	registerSportLongue
1610835456965	20210116ACBBvsCoburg - subclipped	16.1.2021, 23:17:35	9.2.2021, 08:46:03	registerSportLongue
1610867504965	20210116ACBBvsCoburg - subclipped	17.1.2021, 08:11:46	11.2.2021, 12:19:49	registerSportLongue
1612649293927	20210206ACBBvsTropics - subclipped	6.2.2021, 23:08:14	11.2.2021, 12:19:54	registerSportLongue
1612651021584	20210206ACBBvsTropics - subclipped	6.2.2021, 23:36:58	18.2.2021, 13:23:26	registerSportLongue



- 🏠 Welcome
- 📡 Live Streaming
- 📶 Upload
- 🔍 Search
- 📄 Review & Details
- 🎬 Video Editing
- 📄 Subtitle
- 🖥️ Monitor >
- ⚙️ Configure ▾
- 🔧 General
- 👤 Users
- 📡 Livestream Targets

Stephan English ▾ Logout

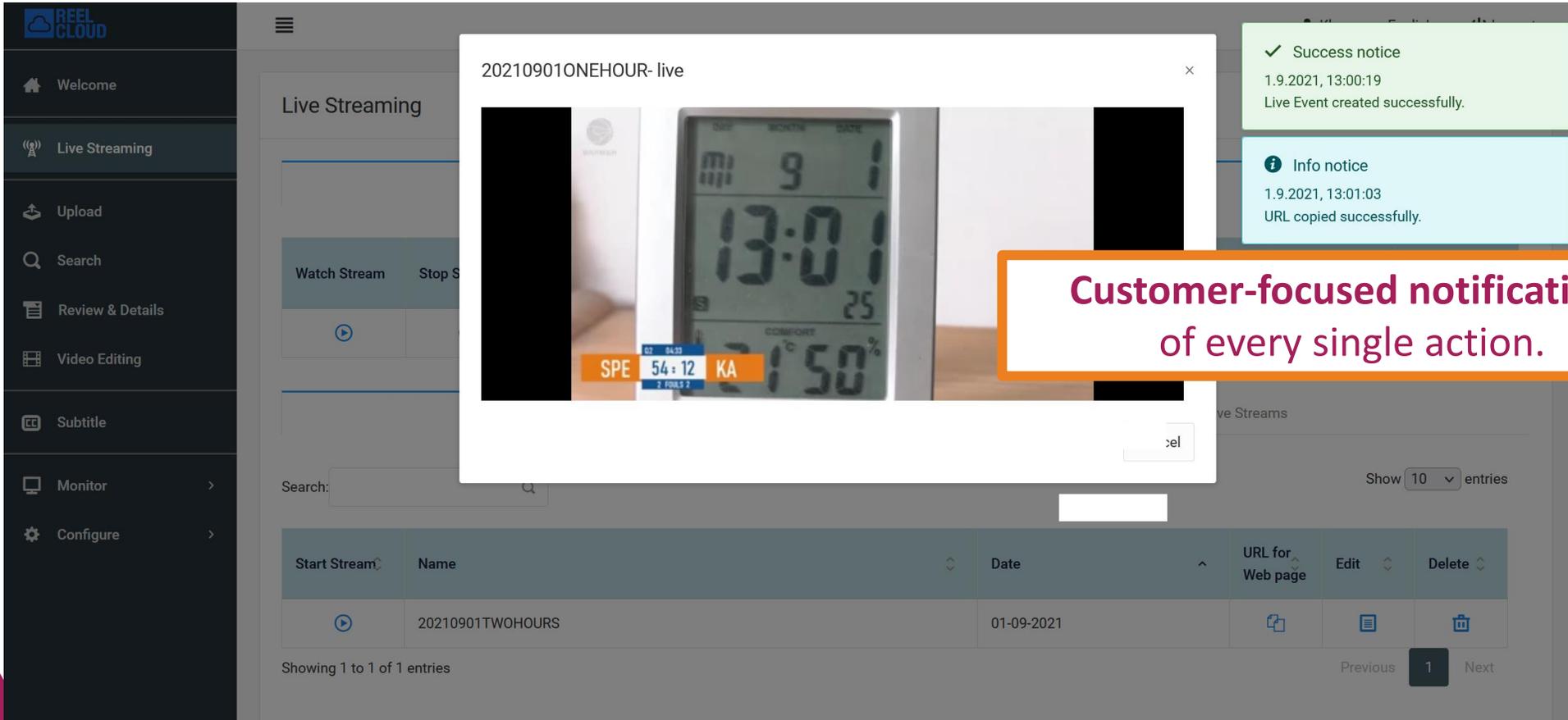
Livestream Targets

Show 10 entries

Streaming Target	Name of the Target	RTMP Address	Stream Key	Active	Edit	Delete
1	WebsiteStream	rtmp://basketball-reelcloudmediaservice-euno.channel.media.azure.net:1935/live/	7911e691c1434378a914b3c94ecb	<input checked="" type="checkbox"/>		
2	YoutubeStream Stephan Schneider	rtmp://a.rtmp.youtube.com/live2	36gd-h9qr-qmqz-tut6-	<input type="checkbox"/>		
3	YoutubeStream BIS BASKETS	rtmp://a.rtmp.youtube.com/live2	f305-k6wv-pu7s-v2hq-	<input type="checkbox"/>		
4	YoutubeStream AHORN CAMP BIS BASKETS	rtmp://a.rtmp.youtube.com/live2	4zx1-7b3j-z98s-m8ke-	<input checked="" type="checkbox"/>		
5	YoutubeStream REELCLOUD	rtmp://a.rtmp.youtube.com/live2	mstd-4f22-94kd-e4zz-	<input type="checkbox"/>		
		rtmp://basketball-live-				

Add Streaming Target

NOTIFICATIONS



The screenshot displays the REELCLOUD interface. On the left is a dark sidebar with navigation options: Welcome, Live Streaming, Upload, Search, Review & Details, Video Editing, Subtitle, Monitor, and Configure. The main content area is titled 'Live Streaming' and features a 'Watch Stream' button. A video player window titled '20210901ONEHOUR- live' is open, showing a digital clock displaying '13:01' and a scoreboard with 'SPE 54:12 KA 21:50'. To the right of the player, a notification panel shows two messages: a green 'Success notice' for 'Live Event created successfully' at 13:00:19, and a light blue 'Info notice' for 'URL copied successfully' at 13:01:03. Below the player is a table of live streams.

Start Stream	Name	Date	URL for Web page	Edit	Delete
	20210901TWOHOURS	01-09-2021			

Showing 1 to 1 of 1 entries

**Customer-focused notifications
of every single action.**

Publish Livestream to Your Webpage

- Design and upload your own livestreaming page
- Define your audience
- Control the distribution of your assets
- Protect your content against unwanted distribution
- Automated deployment
- Fully managed hosting service

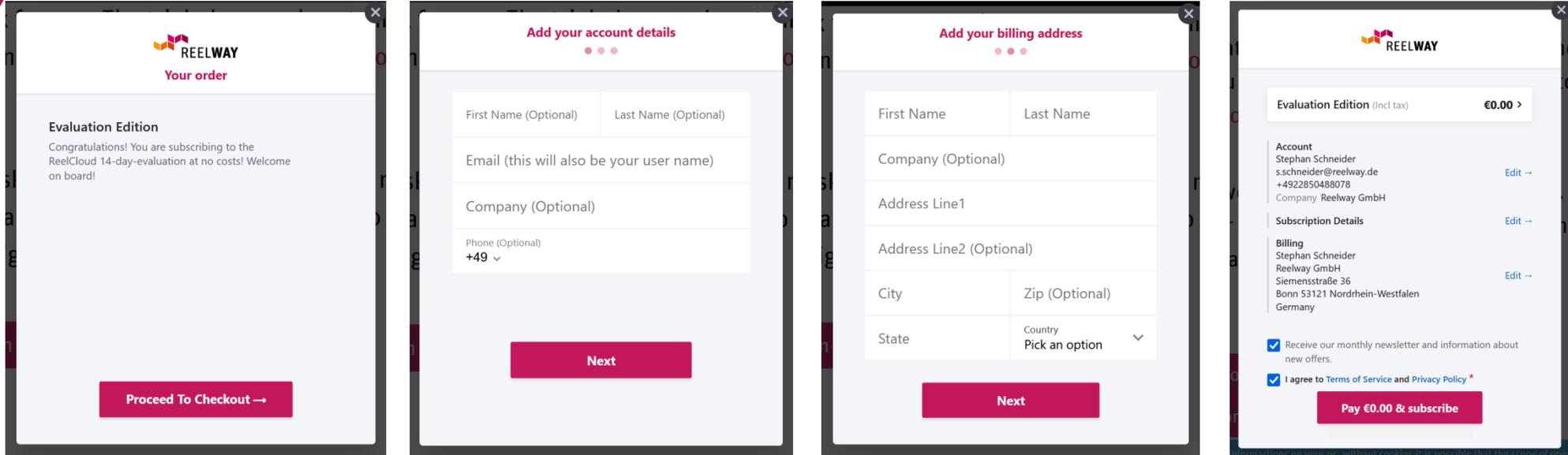
SUBSCRIPTION MANAGEMENT

Target group	Evaluation	Freelancer	Team	Business
Price*	€ 0 p.m.	€ 39 p.m.	€ 198 p.m.	€ 498 p.m.
Streaming (Live and re-live)	1,25 GB	125 GB	650 GB	2.500 GB
Price per additional GByte	n/a	0,15 €	0,12 €	0,10 €
Simulcasting	30+ destinations	30+ destinations	30+ destinations	30+ destinations
Streaming to private web site	–	–	☑	☑
Webpage Creation & Hosting (02/2021)	–	–	☑	☑
Adaptive Streaming	☑	☑	☑	☑
Automated Stream recording	☑	☑	☑	☑
Video storage	1,25 GB	125 GB	650 GB	2.500 GB
Price per additional GByte and month	n/a	0,15 €	0,12 €	0,10 €
Video cutting / Subclipping	☑	☑	☑	☑
Video Subtitling	☑	☑	☑	☑
Video Transcoding	☑	☑	☑	☑
Video Transfer	☑	☑	☑	☑
Export to SportLounge	–	–	☑	☑
Subscription	14 days	monthly	monthly	monthly
How to buy	Subscribe now	Subscribe now	Subscribe now	Subscribe now

**Subscription model
with four editions.**

Quantities, feature sets
and pricings of editions
are configurable.

Languages
(english / german),
currencies (EUR / USD)
are extendable.



The screenshots illustrate the following steps:

- Order Confirmation:** Shows the REELWAY logo, 'Your order' status, and a confirmation message for the 'Evaluation Edition' (14-day trial at no cost). A 'Proceed To Checkout →' button is visible.
- Add your account details:** A form with fields for First Name (Optional), Last Name (Optional), Email (this will also be your user name), Company (Optional), and Phone (Optional) with a '+49' country code dropdown. A 'Next' button is at the bottom.
- Add your billing address:** A form with fields for First Name, Last Name, Company (Optional), Address Line1, Address Line2 (Optional), City, Zip (Optional), State, and Country (Pick an option dropdown). A 'Next' button is at the bottom.
- Final Payment:** Shows the 'Evaluation Edition (incl tax) €0.00 >' price, account details for Stephan Schneider, subscription details, and billing address. It includes checkboxes for receiving a newsletter and agreeing to terms of service. A 'Pay €0.00 & subscribe' button is at the bottom.

Customer-focused check-out process.

Credit card payment (USD/EUR).

Additional currencies configurable.

Additional languages configurable.

Danke.

Danke, dass Sie sich für ReelCloud entschieden haben. Ihr Zugang zu unserer Plattform wird in diesem Moment eingerichtet. Sie werden in wenigen Minuten eine E-Mail mit Ihren Zugangsdaten erhalten. Dann können Sie sofort loslegen, inklusive Demomaterial auf Ihrem Account! Wenn Sie keine E-Mail erhalten oder es zu Problemen kommt oder Sie Fragen haben, kontaktieren Sie uns bitte unter support@reelway.de.

Customer-focused e-mail communication:
Automatic e-mail confirmation of every single action.

Welcome to ReelCloud

Von: reelcloud@reelway.de
An:



Welcome to ReelCloud!

Hey,

Welcome to ReelCloud. You can use the below details to login to ReelCloud:

- URL - <https://reelway-service.com/Reelcloud/Login.html>
- Username -
- Password - CWQDWUUXZVAT4X8J4Y

Please change your password after your first login. If you encounter any problems or if you have any questions please contact us at support@reelway.de.

Your subscription will renew itself on a monthly basis. You can manage your subscription at any time on the ReelCloud platform. Just log into your ReelCloud account, click on your user account and choose "My Subscription". Here you go.

We hope you enjoy our service.

Best Regards,
Dr. Stephan Schneider
CEO and Founder

Reelway GmbH
Siemensstr. 36
D- 53121 Bonn

Password Change ReelCloud

Von: reelcloud@reelway.de
An:



You have changed your Password for ReelCloud

Hey,

You have changed your password for ReelCloud successfully. Please use your new password for your next login.

If you haven't changed your password, please contact us at support@reelway.de.

We hope you enjoy our service.

Best Regards,
Dr. Stephan Schneider
CEO and Founder

Reelway GmbH
Siemensstr. 36
D- 53121 Bonn
Germany
email: contact@reelway.de

Your subscription will renew itself on 17-May-2021

Von: reelcloud@reelway.de
An:

Thank you for your payment to Reelway

Von: reelcloud@reelway.de
An:

1 Anhang - 68,4 KB

invoice_J-500117.pdf (68,4 KB)



Your subscription will auto-renew on 17-May-2021

Hey,

We thought you'd like to know that your subscription will renew soon. Here are the details of your renewal:

Renewal date
17-May-2021 09:49
Estimated charge on renewal
€46.41

If you would like to update your payment information before the auto-renew, follow this link:



Your payment to Reelway
has been received

Hey,

We've received your payment and hope you're enjoying ReelCloud.

Payment date
17-May-2021 09:50:00 CEST

Invoiced amount
€46.41

Payment method

Layout, text and trigger events
of the e-mails can be adjusted.



Reelway GmbH
Siemensstr., 36
Bonn, Nordrhein-Westfalen 53121
Germany
VAT Reg # : DE272441865

BILLED TO
Test 20 BISSI

Germany

DESCRIPTION	UNITS	UNIT PRICE	VAT %	AMOUNT (EUR)
ReelCloud Freelancer Edition (1 month)	1	€39.00	19 %	€39.00
Total excl. VAT				€39.00
VAT @ 19 %				€7.41
Total				€46.41
Payments				(€46.41)
Amount Due (EUR)				€0.00

PAYMENTS

€46.41 was paid on 17 May, 2021 09:50 CEST by Visa card ending 5943.

INVOICE

Invoice # I-500117
Invoice Date May 17, 2021
Invoice Amount €46.41
Customer ID Azq8QdSUp6IYvxj6

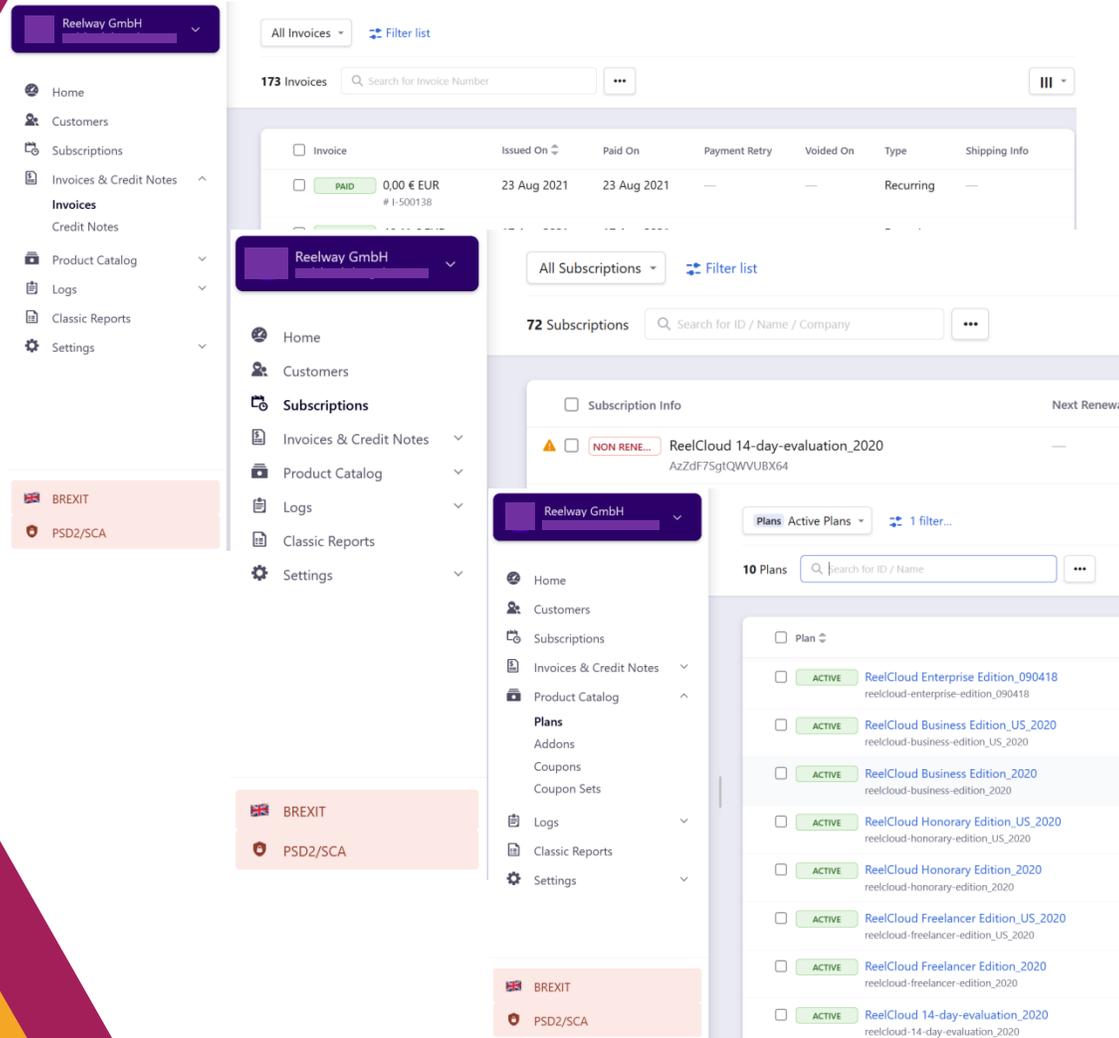
PAID

SUBSCRIPTION
ID Azq8QdSUp6IYvxj6
Billing Period May 17 to Jun 17, 2021
Next Billing Date Jun 17, 2021

Automatic VAT calculation.

**Automatic invoicing
via e-mail.**

**Automatic revenue collection
via integrated payment
gateway.**



The screenshot displays the Reelway Business Management Portal interface. It features a sidebar with navigation options: Home, Customers, Subscriptions, Invoices & Credit Notes, Product Catalog, Logs, Classic Reports, and Settings. The main content area is divided into three sections:

- Invoices:** Shows a list of 173 invoices. A sample invoice is displayed with details: PAID, 0,00 € EUR, # I-500138, Issued On 23 Aug 2021, Paid On 23 Aug 2021, Recurring.
- Subscriptions:** Shows a list of 72 subscriptions. A sample subscription is displayed with details: NON RENE..., ReelCloud 14-day-evaluation_2020, AzZdF75gtQWVUBX64.
- Plans:** Shows a list of 10 active plans. A sample plan is displayed with details: ACTIVE, ReelCloud Enterprise Edition_090418, reelcloud-enterprise-edition_090418.

Detailed management reports for full control over your business:

Customers,
subscriptions,
invoices & credit notes,
revenue,
VAT,
product catalog,
logs,
settings.



The screenshot shows the REELWAY online support portal. At the top, there is a navigation bar with 'Start' and 'Lösungen'. Below this, a search bar asks 'Wie können wir Ihnen heute weiterhelfen?' with a placeholder 'Geben Sie hier Ihren Suchbegriff ein...'. There are two buttons: '+ Neues Support-Ticket' and 'Ticketstatus Überprüfen'. The main content area is titled 'Wissensdatenbank' and includes a section 'Los geht's...' with two columns of links. The left column is 'Möglichkeiten (7)' and the right column is 'Voraussetzungen (7)'. The 'Möglichkeiten' column lists: 'Funktionen von ReelCloud', 'Livestreaming in FullHD- oder HD-Qualität', 'Zeitgleiches Livestreaming zu sozialen Netz...', 'Unterschiedliche Bandbreiten / Bildqualität...', and 'Adaptiver Streamingplayer für die Integratio...'. The 'Voraussetzungen' column lists: 'Hard- und Softwar...', 'Betriebssystem-Empfehlungen', 'Internetbrowser-Empfehlungen', and 'Internetbandbreite für das Livestreaming'.

**Customer-focused
online support portal:**

Help for both groups,
live streaming
beginners and professionals.

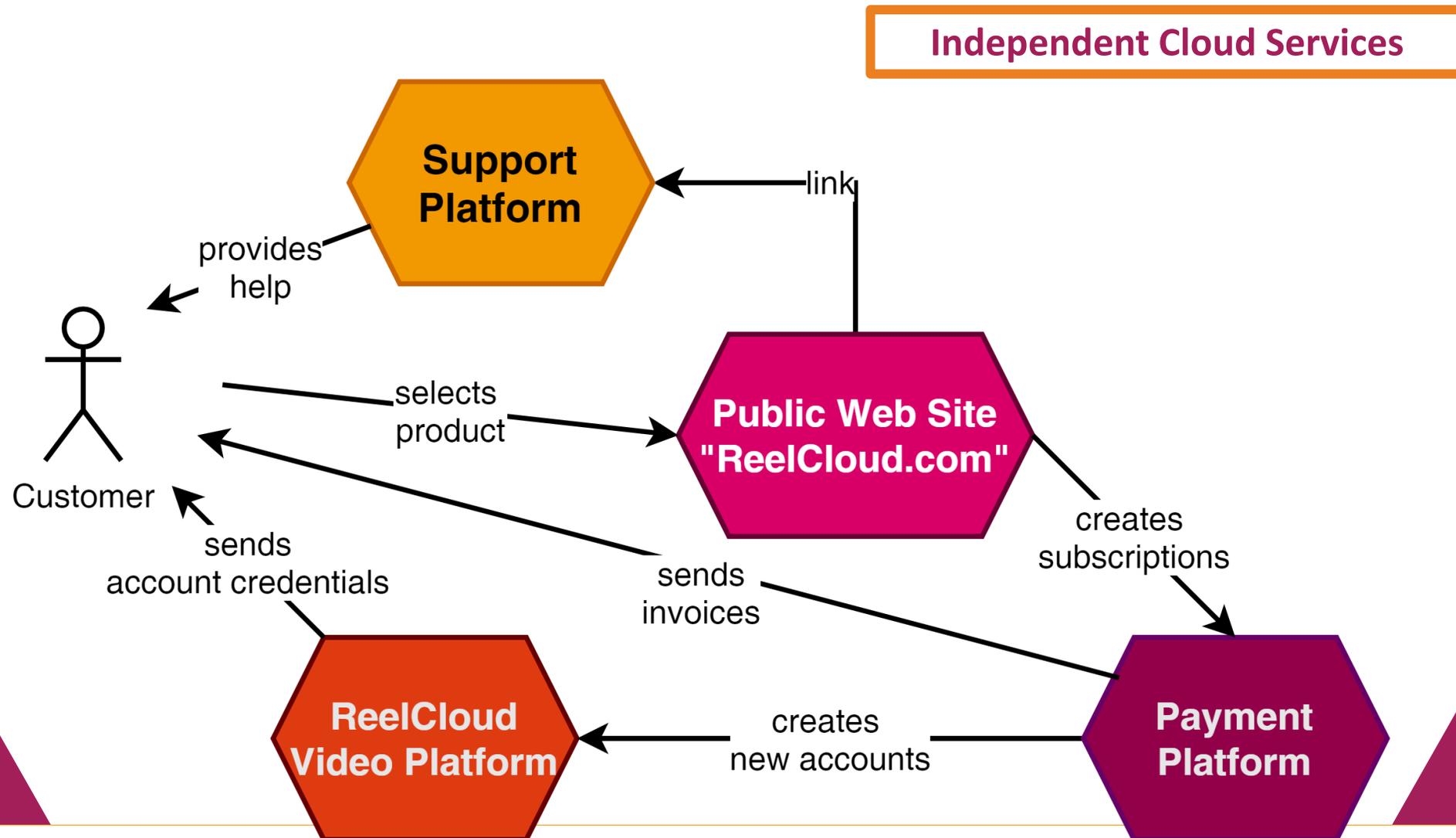
Support ticket system.

Easy operation of portal
for your support engineers.

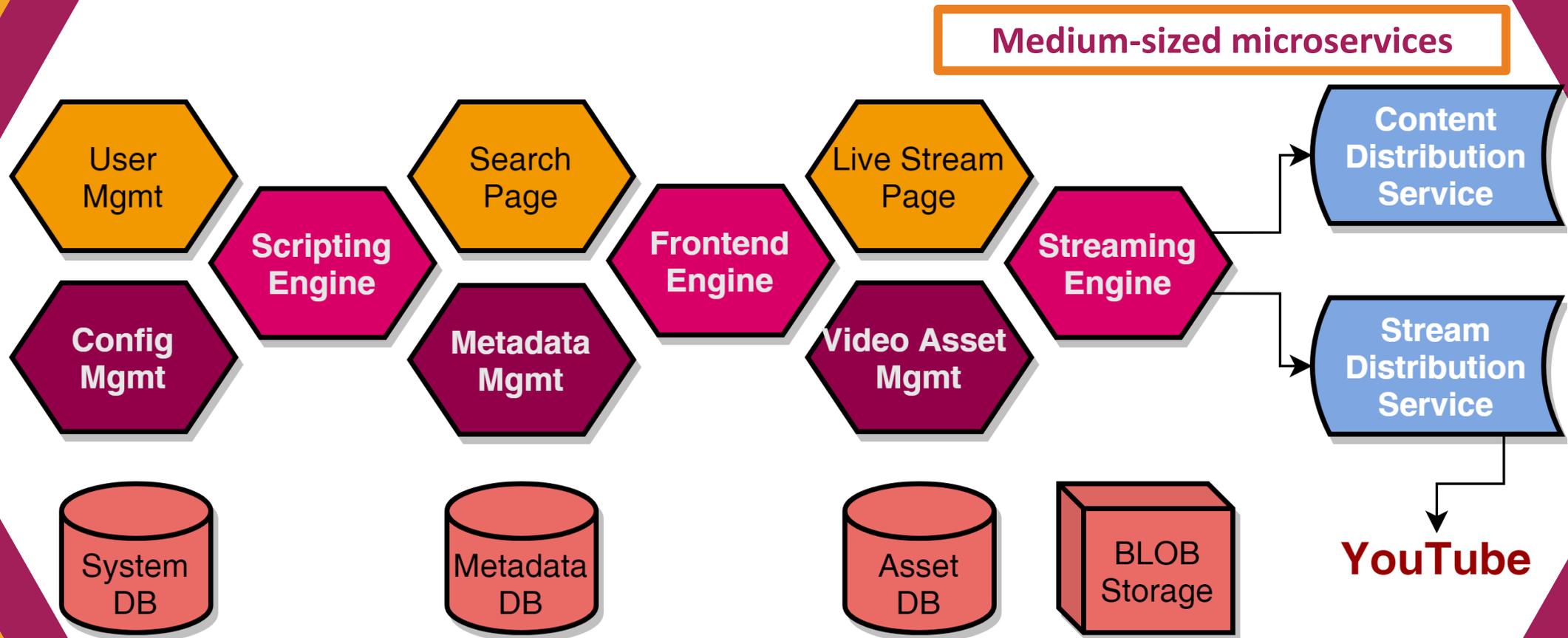
Additional languages
configurable.

SYSTEM ARCHITECTURE

REELCLOUD ECOSYSTEM



SYSTEM ARCHITECTURE



Cloud-native implementation, meaning

- Cloud-based storage: object storage
- Cloud-based databases: SQL, Mongo-DB
- Cloud-based video recording & transcoding (media) services
- Content distribution network (CDN)
- Stream distribution service
- Online payment services such as Stripe, PayPal

Advantages of Cloud-native Services

- Highly available
- Highly durable
- Highly secure (server-side encryption, https)
- Highly scalable
- Pay-as-you go: don't pay for resources you do not use
- Automated backups
- Automated software patching & updating

Live Streaming

- Up to Full-HD 1920 x 1060, 60 fps
- Streaming protocols: RTSP, RTMP
- Streaming formats: adaptive, Apple HLS v3 and v4, DASH, Smooth Streaming
- Stream distribution to Youtube, Twitter, Instagram & 30 more platforms

Video Asset Management

- Video containers supported: MP4, MPEG2, Quicktime, MXF
- Video codecs supported: h.264, mpeg2, wmv, ogg,
- Subtitling: nearly all formats used
- Metadata: global & temporary (segmented) metadata, markers

System Security

- HTTPS protocol
- Web application firewall (WAF)
- Data encrypted during transfer and at rest

Data Security

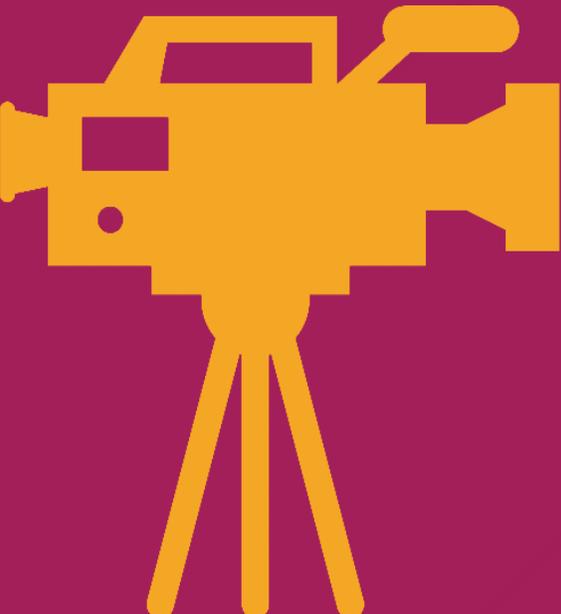
- Redundant data stores
- Automated frequent backups



MADE IN GERMANY



OPERATED IN EU



**Thank you
for Your Attention!**

