

## Mediamplify as a Tool for e-Learning



**E-Learning uses Video and Audio to Teach and Spread Knowledge**

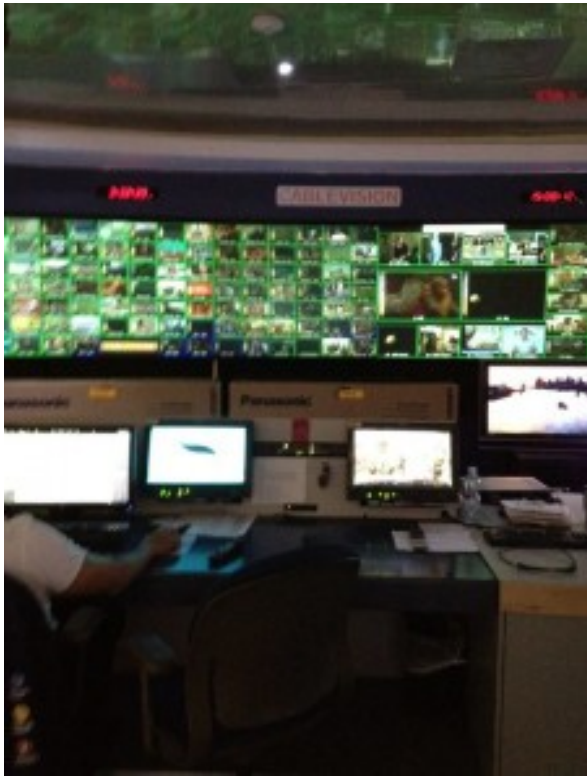
**Mediamplify is a Tool to Spread Multimedia Learning**



Our platform, **Mediamply** is a tool to deliver video and music content. Mediamply connects multimedia content with a cloud-based infrastructure and a Cable TV systems, as well as web/tablet devices, and mobile platforms. Today, we can find many other connected devices as Chromecasts and Amazon Fire, these HDMI (High-Definition Multimedia Interface) sticks connect using WiFi to the internet and over to the Mediamply cloud to deliver content.



Additionally, **MEDIAMPLIFY** includes support for Cable TV using our advanced and patent pending MEDIAPLUG technology that connects our cloud with the Cable TV system.



Mediamplify is:

- A cloud-based platform that enables delivery to web, mobile, and tablets

- A cloud platform that connects with Cable TV systems, and
- Applications and mobile experience,



MEDIAMPLIFY effectively connects the cloud with a Cable TV system.

"Mediamplify is a cloud-based multimedia platform that simplifies the distribution of video and music to web, mobile, and cable TV systems. Cable operators can quickly integrate millions of STB to cloud-based content in a simplified solution. " <http://mediamplify.com/>

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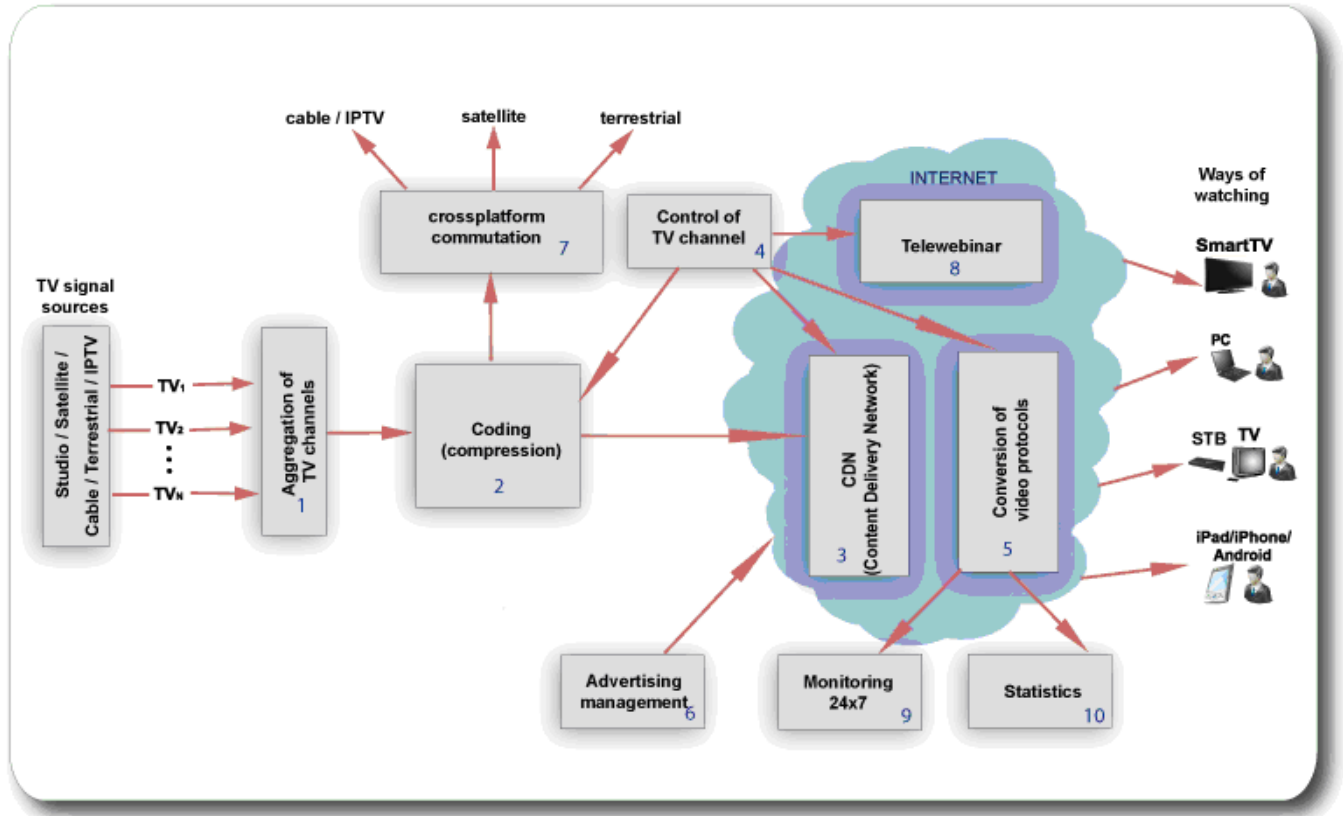
## Cable TV Technologies

At the same time, we have more advanced cable TV systems powered with DOCSIS 3.0 and other technologies. As defined in Wikipedia:

" ....The DOCSIS 3.1 suite of specifications support capacities of at least 10 Gbit/s downstream and 1 Gbit/s upstream using 4096 [QAM](#). The new specs do away with 6 MHz and 8 MHz wide channel spacing and instead use smaller (20 kHz to 50 kHz wide) [orthogonal frequency-division multiplexing](#) (OFDM) subcarriers; these can be bonded inside a block spectrum that could end up being about 200 MHz wide.<sup>[5]</sup> DOCSIS 3.1 technology also includes some new energy management features that will help the cable industry reduce its energy usage, and the DOCSIS-PIE<sup>[6]</sup> algorithm to reduce [Bufferbloat](#)."

By 10Gbps/s downstream and 1Gbps/s upstream uses 4096 QAM modulation and the spectrum

is much higher. With a 10Gbps downstream, a cable operator can provide 3000+ HD channels at 3Mbps, and provide a set of services using the same coaxial cable as traditional DOCSIS 1.1 to DOCSIS 2.0 cable networks. As shown in the figure below, we can see how any platform will incorporate a TV source and a method or mechanism of media distribution.



## Content for Learning

Mediamplify positions itself as a platform that delivers content and applications to all devices including DOCSIS 2.0 or DOCSIS 3.0 cable TV systems. We authenticate and securely deliver to our network of MEDIAPLUGS in all cable headends the content available. Likewise, we can do VOD or Video On Demand delivery of any content available in the cloud or live TV feeds.

# Competition



There are numerous learning alternatives, some are free:

- Khan Academy : Fee classes from math to physics to computer science,
- Kutztown On-Demand Online: Video clips for education,
- Open Culture:A compilation of audio books, educational content and others,

Special free content is made available by many Universities:

- MIT Open Courseware: Classes and lectures on video
- Stanford University: Only on iTunes
- Open Yale Courses: Campus lectures stored and available online
- Notre Dame Open Courseware: Just like Open Yale but Notre Dame content
- Google Code University: Videos for coding and software engineering

A great tool for e-Learning is Mediamply. Mediamply is connecting these sources of content, curating and preparing coursework plans for CABLE TV broadcasting, also available and aggregated in a mobile application and provided to you at the palm of your hands in any devices, including support for connected devices as Chromecasts and Roku.



**Mediamply** will include a content offering of 9 to 14 TV channels for Cable TV with a strong mobile and wireless experience. As a final product, Mediamply will be able to inject the content to a Cable TV guide, and appear as one or several TV channels in SD or HD as the content permits. The guide will be able to be seen and Set Top Boxes (STB) will be able to record content, and also will be able to request VOD content from the STB. E-Learning is then available on Cable TV, Web, and Mobile terminals.

