

# MEDIAMPLIFY®:

Amplify your reach



## A Cloud to Cable TV™ Platform for Music, TV, and Video

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Mediampify® is the one stop shop multi-platform media distribution for web, mobile, and Cable TV systems. Mediampify® enables a cloud-based infrastructure to be connected with Cable TV head ends or Multi-System Operators (MSOs), just as Comcast, AT&T, CLARO, TIGO Home, among thousands of Cable/Satellite systems around the world with over 1 Billion viewers.

Our cloud platform takes advantage of a virtualized infrastructure that includes a software-defined network and cloud instances to make music, TV, and video distribution scalable, customizable, secure, and reliable for end-consumers. The cloud platform supports scalable multimedia storage, billing systems and HTML 5 web technologies.

Our R&D efforts have also created client software to support all types mobile and connected devices like the Chromecast®, Apple TV®, and Android TVs to easily and quickly connect with our Mediampify® platform.

As such, EGLA's has coined the term "Cloud to Cable™" which means that content available in that cloud platform can also be broadcasted to Cable TV as well seamlessly and with minimum Cable TV content can also be available in the cloud and to any connected device, all in one unified platform, Mediampify®.

Likewise, music or video broadcasters that are already streaming their content from their own cloud (e.g. Amazon) can also broadcast live, or on-demand TV from their own infrastructure to Cable TV.

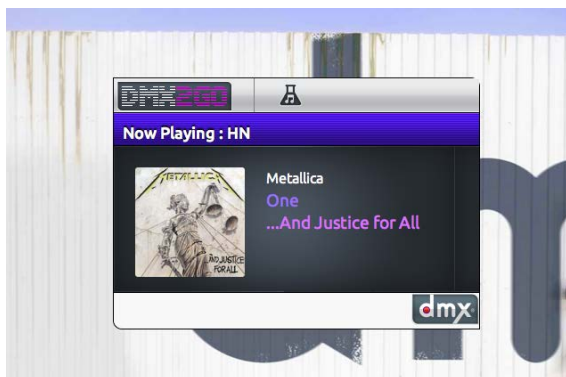
Mediamply® is the platform that merges the cloud and Cable TV facilitating the offering of TV and Video Cable TV content in mobile devices and any other connected platforms as well as delivering Music, Video, and TV content commonly available in connected devices and mobile to Cable TV systems.

In summary, Mediamply® is a patent-pending technology that enables music broadcasters, artists, video producers, or private TV channels to create their own video online stores with video, audio, on-demand content while creating SD/HD TV channels that are also available for Cable TV systems or MSOs.

## What is Cloud to Cable™?

Cloud to Cable™ is a patent-pending technology that brings HTML5 generated content to a cable operator head end in the format and reliability required in a traditional MSO. Hence, any HTML5 website or service with video, TV, social media, can be broadcasted to a Cable Operator without major technological challenges.

The content is created in a HTML or HTML5 compatible webpage that can include Javascript or any other web-enabled technology.



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2({_abf9AEL-coUz9TUEL #9Lc-coA6L...} #EFL(,ELC, #99[...T...])
2({_abf9AEL-coUz9TUEL #996f...} #EXE(Q9E9[...f99f...])
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2:86f720M(,9E6LTC6(8E7W8E7U0*bJb)9CX7B0Q6E7L7B69L7E7E, +9E9[...E7E7E, ]+,E90U6, +9E9[
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This content is then captured and processed with Mediamplify software to create independent TV channels that encompass the music, audio, and the user interface created in HTML5.

Similarly, Cloud to Cable™ enables the capture of TV content in the current Cable TV lineup and be pushed into the Cloud to be re-broadcasted as a mobile or connected device format.

Cloud to Cable™ spans both directions, ingest of music and TV content created in HTML5 to a cable TV system, and cable TV system content to the cloud to be rebroadcasted again to mobile and web. All in one platform.

## How Cloud to Cable™ Music Works?

The Cloud to Cable™ Music Platform uses the power of the cloud to scale and create server instances that handle music/audio playlist management, music encoding, playlist, Digital Rights Management (DRM), while delivering audio with the highest quality assurance. Additionally, metadata and Application Programming Interfaces (APIs) assist with the development of mobile applications to stream music from multiple music genres that are mastered by a DJ, a machine learning algorithm, or created by end users.

Music playlists are created either by an automated computer program using machine learning to recreate curated music content or playlists generated by software tools as RSS Selector® or other software playlists, or as simple as a list of audio files.

These playlist can also be an API function call or a cloud-based service such as SoundCloud® or Spotify®

## Broadcasting to Cable TV™

Our Cloud to Cable TV™ technology includes a cloud storage platform and all the required software and intelligence to broadcast content from the cloud to any cable TV operator. Once content, playlists, and music are available in

our cloud the music is delivered to the Cable TV headed to our edge servers co-located in the cable operator premises.



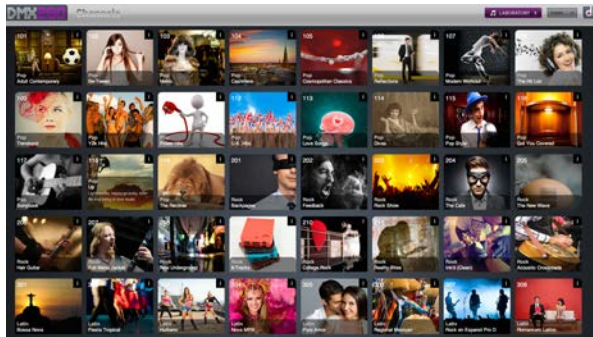
These edge-server, are called “MediaPlugs,” and encompass caching, broadcasting, and local recovery of TV/Music feeds. Each MSO can customize their own feed and utilize their own screens, inject their own ads, and provide a reliability higher than a satellite delivery mechanism.

## Streaming to Web, Mobile, and Connected Devices

The music available in Medianplify® can be streamed to mobile devices, web, tablets, Smart TVs and any connected devices such as the Chromecast® and Apple TV®.

The same music selection is also available in any of our mobile applications: MEVIA (iOS and Android) that includes TV/Video, and Safety, or Mediamplify Music™. On the web, music playlists are used to create a web interface with HTML5 content that can also be injected into a Cable TV broadcast.

Mediamplify® can also be integrated to third party applications using a JSON / REST API interface. As examples of third party developers, we can mention SKY TUNES and DMX2GO.



#### SKY Tunes

Os mais variados estilos musicais na palma da sua mão. Ouça mais de 100 rádios, com milhares de músicas disponíveis todos os dias, a qualquer momento, na ponta dos seus dedos. Faça a busca dos rádios e crie uma playlist com as suas favoritas.

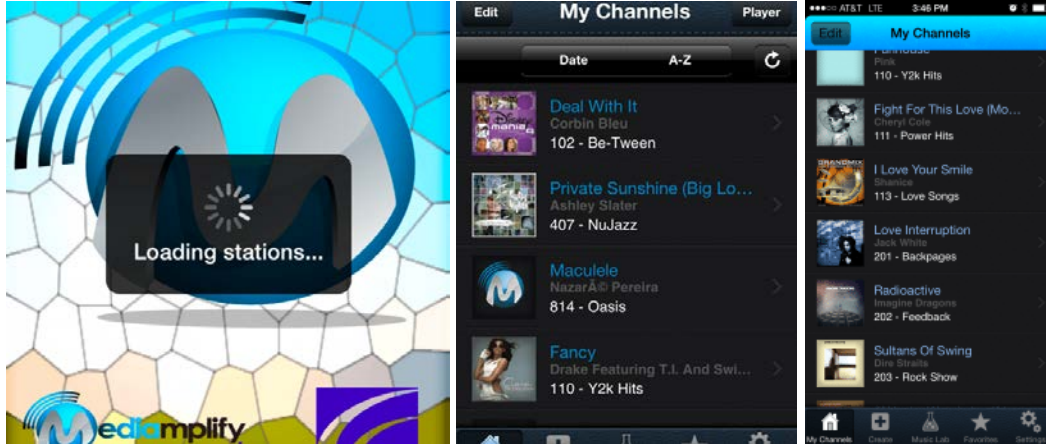
Personalize o visual do aplicativo e ainda compartilhe nas redes sociais o que está ouvindo.

SKY TUNES was developed by SKY BRASIL using MEDIAMPLIFY API framework and delivered music content to their iOS/android remote control application that received over 1,000,000 downloads.

The music platform provides to third party developers all playlists, a metadata engine, 3<sup>rd</sup> party API connectors, and a web aggregator engine that creates music-related HTML pages depending on the music being played. The aggregator fetches album metadata and mashes up with other songs for an HTML5 experience that can also be capture from the cloud and converted to Cable TV feeds using Cloud to Cable TV™.

## Mobile Applications for Music

The music application reference implementation of iPhone is customizable providing a great User Interface (UI), Bluetooth Audio, Metadata Integration, as well as social support. Our mobile software is flexible and portable.



The main features include:

- Interacts with your Bluetooth Headsets and speakers, car-kit support
- Integration with social networks
- Full Metadata support
- Plays in the background
- Fully customizable
- Interactive or Playlist driven music

## MEVIA : A Mobile Application for TV, Video, and Safety

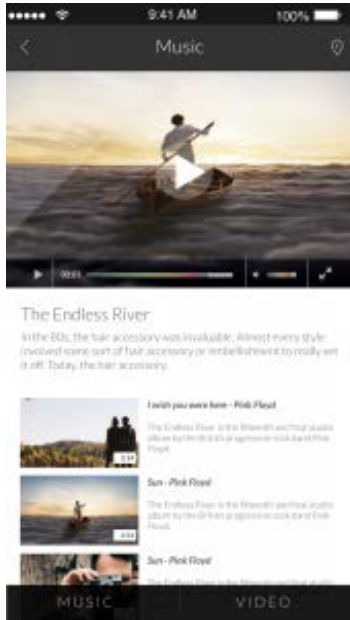


MEVIA brings together video, music, and safety all in one mobile experience. MEVIA connects to our MEDIAMPLIFY® Platform and provides a rich multimedia experience designed for: *Education and Learning, Corporate Branding and Image, Cable TV broadcasting, and more.*

Our patented technologies are unique having our target markets in Latin America and the United States.

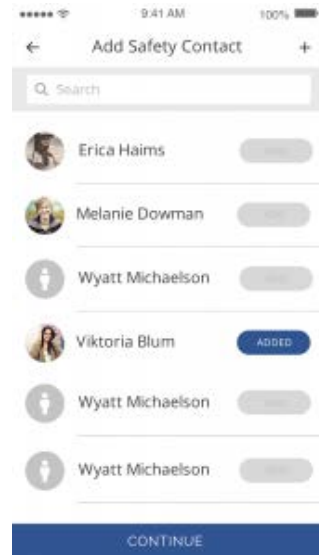
## MEVIA Music

MEVIA Music brings over 1000+ music channels without commercials or with commercials with casting capability for Chromecast® and AirPlay® devices. The Music is available thru a rich menu experience for Android and iPhone. Ads can be programmed and injected, we also have a solution for buildings, corporations, and organizations with WiFi or their own Cable TV network. The same music can also be licensed to Cable TV in packages of 50, 100, 200, or more music channels in DVB format, this is all connected with our MEDIAMPLIFY Platform, bring effective Cloud to Cable TV™ experience.



## MEVIA Video

MEVIA video provides over 1000+ TV Channels, Movies, Educational Content, and more. Ads can also be injected as part of this offering, additionally Custom TV network can be created and casted in buildings, boats, and any other organization. APIs are also available for Video Streaming and 3rd party apps thru our MEDIAMPLIFY® Platform.



## MEVIA Safety

We are incorporating for LATAM and US markets, the security function that enables sending emergency messages to a loved one. This functionality is very helpful for LATAM markets where robberies and theft of mobile devices is prevalent. Hence your multimedia experience will be covered by the MEVIA Safety feature.

MEVIA Safety is triggered with the power button on device or using the Bluetooth Low Energy device.

Additionally, corporate customers of MEVIA Music or MEVIA Video will be able to enjoy of this particular functionality.

## Why MEVIA?

The integration of MEVIA with MEDIAMPLIFY and all Cloud to Cable capabilities makes MEVIA a unique value proposition for consumers.

Hence, MEVIA is a better offering over Spotify, Pandora, Hulu, and Netflix; assuming you were able to license their platforms, a comparative analysis of MEVIA is shown in this chart:



| Feature           | Spotify | NETFIX | Amazon Prime | YouTube | Mevia |
|-------------------|---------|--------|--------------|---------|-------|
| Movies / Video    | ✓       | ✓      | ✓            | ✓       | ✓     |
| TV Channels       |         |        |              |         | ✓     |
| Music Streaming   | ✓       |        |              | ✓       | ✓     |
| Cable Support     |         |        |              |         | ✓     |
| Cloud to Cable TV |         |        |              |         | ✓     |
| Custom Channels   |         |        |              | ✓       | ✓     |
| White Label       |         |        |              |         | ✓     |

Competitive Advantage: Cable TV Technology  
 Subscriber stops cutting the cord



## MEVIA and Cloud to Cable TV™

As mentioned early, MEVIA also offers all MEDIAMPLIFY® capabilities including Cloud to Cable, delivering all the content available in Music/Video to any Cable Operator. Hence all MEVIA music, TV, and video content can be broadcasted to a Cable TV MSO all over the world.



# MEVIA and Mediampify Benefits

## Amplify Your Reach

### Benefits to Broadcasters and Media Companies

Our platform enables broadcasters to sell direct to MSOs bypassing all distribution channels and creating a-la-carte alternative packages for Cable TV subscribers while at the same time offering mobile and casting options as Chromecast® and Apple TV®.

In summary:

- Tap into a market of millions of consumers worldwide on Cable TV systems
- Tap into consumers with mobile, web and connected devices
- Decrease costs for end-customers and increase revenues
- Bundle content from our existing repertoire with yours, creating a better offering to consumers.
- Provide additional features to your offering, music, videos, and casting.

### Benefits to Cable Operators and Telcos

Cable operators in the US can partner with COMCAST and TV Everywhere® services to allow mobile broadcast to mobile. MEDIAMPLIFY® is a similar offering with a greater selection of services for operators. The MEVIA App uses Encryption Media Extension services (EME) and also supports other Digital Rights Management (DRM) that facilitate the access to live and pre-recorded contents. In the rest of the world, cable operators may partner with MEVIA to handle the delivery of TV and Music content to all their subscribers. MEVIA will protect all DRM content and facilitate viewership in any device.

Telco's and Operators that are still in transition to digital can integrate MEVIA as a mobile "play" and bring all the content in cable plus all the additional content from our wide range of TV offerings.

## Benefits to Universities and Training

Universities usually own a TV channel or series of TV channels and are offering e-Learning content to their students and communities. MEVIA and MEDIAMPLIFY are hence great tools to enhance e-Learning. MEDIAMPLIFY truly amplify your reach to all potential e-learners.



Bing music, video, news, some sports, and choose what your students and faculty may have access to. Universities and training academies may bundle content to their audiences with TV, Music, and other relevant content in addition to training and educational videos, as such these bundles can offer great avenues for revenues to Universities, Technical Institutes, and any other educational system.

## Benefits to Small Business and Brands

Small businesses and brands can truly amplify their reach with consumers. Brand association is then done with MEVIA, MEVIA brings video, TV, music, and safety to consumers in small business. MEVIA Amplify your reach with multiMEVIA experiences.



## Patents and Trademarks

**Mediamplyfy Amplify your Reach** is a registered trademark of EGLA COMMUNICATIONS

**US/PCT/US2015/067464 METHOD, SYSTEM, AND APPARATUS FOR MULTIMEDIA CONTENT DELIVERY TO CABLE TV AND SATELLITE OPERATORS**

**US PATENT 7339493 MULTIMEDIA CONTROLLER**

*THIRD PARTY PATENTS:*

**US PATENT 9338629 System and method for emergency communications**

**US/PCT/US2014/059915 Safety system utilizing personal area network**