

## Video Media Encoding and Streaming

### TECHNOLOGY

Video Media Encoding and Monitoring for Streaming

### IMPORTANCE

Valuable intellectual property for a firm involved in devices that create fast encoding of video streams.

### ISSUED PATENT NUMBERS

7,818,442  
7,747,798  
8,060,671  
8,078,750

## Media Encoding with Relevance to Mobile Devices, Smart TVs and Multimedia Systems

### — Patent Portfolio Summary —

The ViewCast Patent Offering comprises four issued U.S. patents that broadly cover media encoding and relate to streaming media devices including a portable device for providing streaming media over the Internet or a private network.

The ViewCast Patent Offering's value is derived from its early priority dates ('05, '06), no encumbrances and the patents' independent claims language paired with its dependent claims. Example companies with relevance to these patents include: Adobe, Apple, Avaya, Cisco, Digital Rapids, DVEO, Fujitsu, Microsoft, Samsung, Sony, Tektronix, LiveStream, Optibase, NewTek, VBrick, SonicFoundry.

The patents are divided into two logical groups:

**Group 1: US7747798 and US8060671;** Claim 1 and 11 are the key independent claims of '798; Claim 10 of '671 is regarded as the broadest claim:

The patents '798 and '671 discuss a portable media encoder. The claims disclose a Media Encoder that comprises a set of audio visual input ports, digital output port, an encoding processor, a display screen and multiple discrete pre-programmed buttons enabling user to start encoding process according to stored configuration process and a lock switch. In addition, the encoder has a main logic board that receives user command via the buttons and performs the encoding according to the user commands.

**Group 2: US7818442 and US8078750;** Claim 17 of '750 is seen as the broadest claim:

The patents '442 and '750 discuss an encoder device with a split screen option to view the live un-encoded and encoded videos simultaneously. The encoder further captures text feed from the live audiovisual content and encodes it.

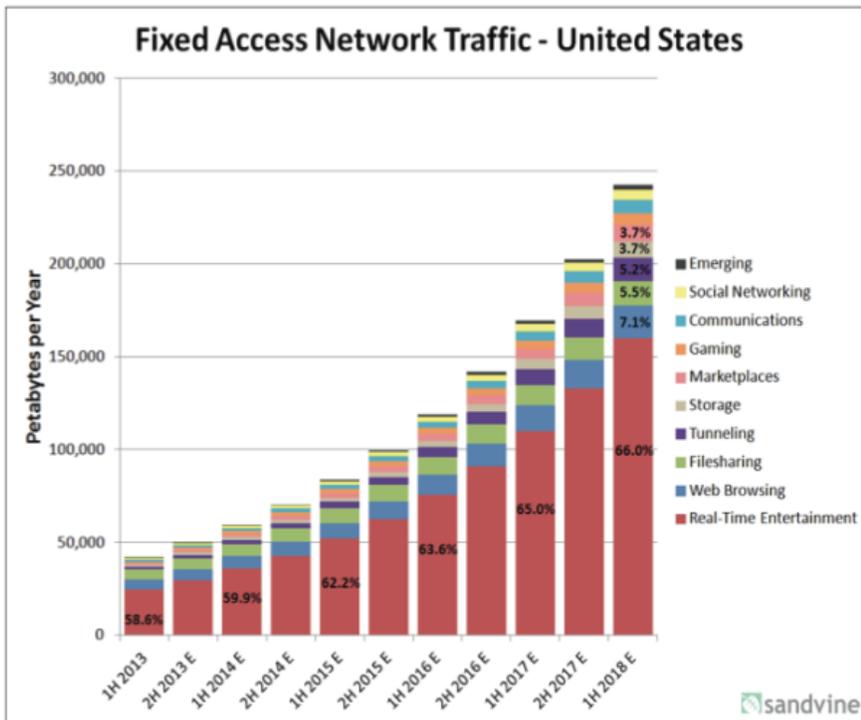
The ViewCast Patent Offering has been created by ViewCast Corporation, a leading provider of streaming media technology and products. ViewCast's mission is to "enable anyone to deliver video whenever, wherever". ViewCast has over 400,000 Osprey® video capture cards and thousands of Niagara® streaming systems deployed globally.

*The information that has been provided is believed to be complete to the extent provided and described, and we make no warranty that it is complete for all purposes or any specific purpose, industry, or business. Each party considering the offering is cautioned to make its own analysis regarding the utility and coverage of the offering, and to seek independent assistance in doing so.*

FILED	TITLE	PATENT #	ISSUED
3/28/2006	PORTABLE MEDIA ENCODER	7,747,798	6/29/2010
9/6/2005	STREAMING MEDIA ENCODER WITH FRONT PANEL CONTROL INTERFACE	7,818,442	10/19/2010
6/29/2010	PORTABLE MEDIA ENCODER	8,060,671	11/15/2011
10/19/2010	STREAMING MEDIA ENCODER WITH FRONT PANEL CONTROL INTERFACE	8,078,750	12/13/2011

— Market —

According to Infonetics Research, a cumulative \$1.9 billion will be spent on standard and high definition (SD and HD) MPEG-4 video encoders over the next 5 years, from 2012 to 2016. In five years, sales of Video streaming, or "real-time entertainment," is on the rise overall and those companies involved are seeing their businesses grow. According to ABI Research, Total pay TV encoder and transcoder revenues worldwide will increase from \$779 million in 2010 to \$1,408 million in 2016 (10.4% annual growth). Factors driving this expansion include growth in the amount of content being produced, growth in HD content, new distribution platforms, more channels available on existing platforms, and N-screen / TV Everywhere platforms delivering TV content to the PC, tablets and mobile devices.



According to the Sandvine Report, The future will see "real-time entertainment applications dominate fixed access networks, accounting for two-thirds of total data usage in 2018, driven largely by ubiquitous integration between devices (e.g. smart TVs, set-tops, game consoles) and streaming services,"

"Web Browsing will continue be the second-largest source of traffic, partly driven by the number of mobile devices at use in the home."

The value of the ViewCast Patents is the coverage provided over both current and future developments in multiple high growth markets including Web applications, media streaming services and monitoring, set-tops, gaming and smart/IP TV markets. One tangible example of the use of a media streaming service is the growing Lecture Capture

*The information that has been provided is believed to be complete to the extent provided and described, and we make no warranty that it is complete for all purposes or any specific purpose, industry, or business. Each party considering the offering is cautioned to make its own analysis regarding the utility and coverage of the offering, and to seek independent assistance in doing so.*

Market which has a number of players (Sonic Foundry, VBrick). The portable application is placed in the presentation room/conference room and used to stream a presenter's speech combined with other feeds (presentation, other sources of content).

Through ownership of the ViewCast Patent Offering, an interested firm may construct a better barrier to entry against its competition, or to confront its competitors for infringement. This can lead to an improved negotiating position for cross licensing arrangements, and increase investor value and return.

## **— Related Firms and Products —**

A sample of firms and products that may be relevant to this Portfolio Offering, presented by patent relevance:

### **Group 1: US7747798 and US8060671– Portable Media Encoder**

Apple – iPhone, iPad(video is via inner camera not an external one)

AdvancedDigital Inc. – Novus-1E

Digital Rapids – Touchstream

Fujitsu – IP-900 HD

LiveStream – Broadcast

Optibase – Vitec MGW Premium Encoder, Nano, Pico

Samsung – Android phones – same as Apple

SonicFoundry – Mediasite

Sony – SMP-N200

VBrick – Rich Media Family, V, IP-920 HDEMS Mystro

Plus AppleTV, Roku, Boxee – all these are portable encoders (the industry name – Set top box or Streaming Player)

*The information that has been provided is believed to be complete to the extent provided and described, and we make no warranty that it is complete for all purposes or any specific purpose, industry, or business. Each party considering the offering is cautioned to make its own analysis regarding the utility and coverage of the offering, and to seek independent assistance in doing so.*

**Group 2: US7818442 and US8078750**– Streaming Media Encoder with Front Panel control interface

Apple – iPhone, iPad – (confidence monitor is your image)  
Ateme – Kyrion CM5000 (e.g. Kyrion CM5000 provides “Complete front panel access with video monitoring”)  
Digital Rapids – StreamZ Live 8000EX  
DVEO-NCoder HD  
Tektronix – MTM400  
NewTek – Tricaster family  
VBrick - VEMS Mystro  
Samsung – Android phones  
SonicFoundry - Mediasite

Potentially applicable to any confidence/preview monitor used in SW applications such as

Adobe – FMLE  
Apple-Final Cut Pro  
Livestream – Webcaster, Procaster, Studio  
Microsoft – Expression Encoder

Apple, Samsung – may relate to portable phones, tablets and may include HTC, Huawei, ZTE  
Roku, Sony – may relate to set-up boxes receiving video from different sources and encoding them for the home

Additional analysis is available under an NDA.

**— Contact —**

For more information about the ViewCast Patent Offering, please contact Feisal Mosleh via email at [fmosleh@kanzatec.com](mailto:fmosleh@kanzatec.com), or via phone at 650.468.0401.

Kanzatec, and our client, reserves the right to accept higher offers and to not sell the portfolio if acceptable terms cannot be reached. Any bids are subject to agreeing on final terms of any agreement, and subject to prior sale.

**— Disclaimer —**

These materials were prepared solely by Kanzatec LLC (“Kanzatec”) and do not incorporate or constitute statements by our Client regarding this opportunity. No representation or warranties of any kind are provided or implied by Kanzatec or by our Client. Nothing in these materials is intended as a view or opinion of Kanzatec or our client. In no event will Kanzatec or our client be liable for any legal claim or damage arising directly or indirectly from the use or reliance on the information contained herein. The information provided herein is not intended to be notice or accusation of infringement of any of the patents offered for sale.

Nothing in these materials shall constitute or be interpreted as legal analysis regarding the scope of the patents or other intellectual property rights. In making a decision regarding this sales opportunity, potential purchasers must rely on their own examination and evaluation of the patents, patent applications, provided documents, and publicly or otherwise available information, including the merits and risks involved. Our client and Kanzatec reserve the right to modify or discontinue the sales process at any time without notice, including accepting offers prior to the completion of the due diligence period.



*The information that has been provided is believed to be complete to the extent provided and described, and we make no warranty that it is complete for all purposes or any specific purpose, industry, or business. Each party considering the offering is cautioned to make its own analysis regarding the utility and coverage of the offering, and to seek independent assistance in doing so.*