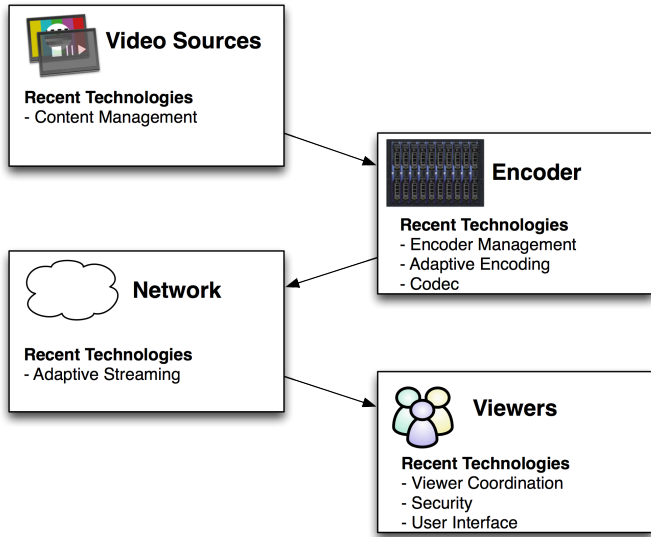


LYFE COMMUNICATIONS INDUSTRY BRIEF
RECENT NEW MEDIA TECHNOLOGY ACQUISITIONS



Media is created, processed, distributed, and consumed. New technologies are constantly being created to make these operations more efficient and scalable. The leading companies in the media tools and media operations sectors have been buying successful technology developers that indicate where the industry is headed and what technologies are of value. Below are some notable examples from recent years and definitions of terms:

- Content Management*: A database used to control and direct media sources to end viewers and insert ads or enforce subscriptions
- Encoding Management*: A resource management application that directs media sources to processors efficiently and can scale to manage many sessions
- Scalable Encoding*: A dedicated software or hardware architecture that can process large numbers of media sources efficiently

- Adaptive Encoding*: An encoder which can increase or decrease video compression to fit the available network capacity in real time
- Codec*: A set of mathematical formulae for compressing and decompressing video
- Adaptive Streaming*: A protocol for moving video frames over a network and adapting to the available network capacity by selecting different compression rates in real time
- Viewer Coordination*: A controller which organizes end user devices into groups and selects the best compression rates to fit the desired video sources into the available network capacity in real time
- Security*: A set of mathematical formulae for encrypting and decrypting video to prevent unauthorized viewing
- User Interface*: A defined method of user interaction that is usually as good as it is intuitive

Company	Buyer	Tech	Date	Price
On2	Google	CODEC	Aug 2009	\$106 MM
The Platform	Comcast	Content Management	Jun 2006	\$80 MM
Move Networks	Dish	-Adaptive Streaming -Content Management	Jan 2011	\$50 MM
Inlet	Cisco	-Encoder Management -Scalable Encoding	Feb 2011	\$95 MM
Sling	Dish	Adaptive Encoding	Sep 2007	\$380 MM
Widevine	Google	-Security -Adaptive Streaming	Dec 2010	Unknown
Extend Media	Cisco	Content Management	Aug 2010	\$60 MM

Landscape	Content Management	Encoder Management	Adaptive Encoding	Codec	Adaptive Streaming	Viewer Coordination	Security	User Interface
Lyfe Today			✓		✓	✓		
Lyfe Future		✓	✓		✓	✓		✓

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