LYFE COMMUNICATIONS

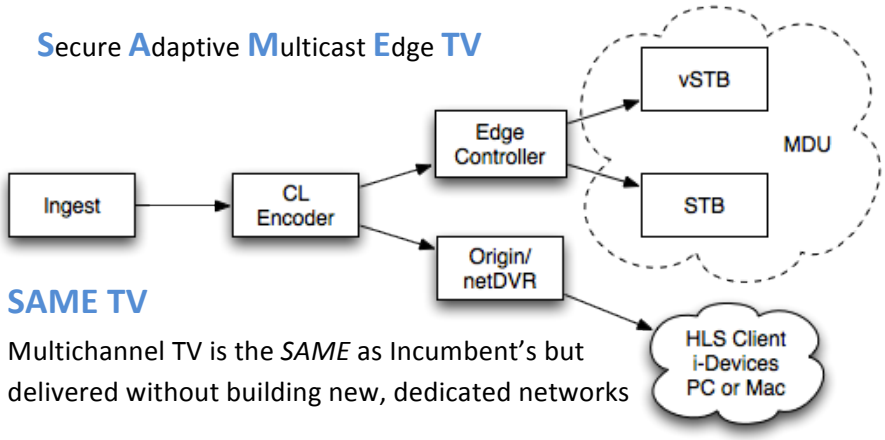
EXECUTIVE OVERVIEW: TECHNOLOGIES AND APPLICATIONS

## COMPANY HIGHLIGHTS:

- *Ready to field test new technologies for delivering television over existing public or private IP networks: Adaptive Multicast, Virtual Set Top Box, Adaptive Encoding, On Demand Transcoding, and HLS Adaptive for devices*
- *Operating a fully IP based HSIP, VOIP, and IPTV platform for the deployment testing of new technologies to real customers*
- *Developing a multi-service network and meta-data driven operating environment capable of delivering new IP services: shared viewing, web interactivity, mark up language support, TV everywhere, air mouse navigation, general purpose OS on the set top, and efficient storage for cloud look back / DVR*
- *Enabling delivery of real "TV Everywhere" – live standard and high definition television, Video-on-Demand, on any network, any device, in any location, at any time*
- *Lead by proven management team: veteran broadcast, cable, satellite, IP, and Internet television executives and innovators.*

Lyfe Communications has focused on two primary goals in its research and development of new technologies. The first goal has been to increase the reach of leading edge TV and Telecom services to many more communities by eliminating the need to build new, dedicated networks and instead using existing IP infrastructure. The second goal has been to integrate Web, Telecom, and TV services by eliminating the barriers that have prevented Web architectures, interactivity, and technologies from coming to TV services.

### Secure Adaptive Multicast Edge TV




### SAME TV

Multichannel TV is the *SAME* as Incumbent's but delivered without building new, dedicated networks

•*Adaptive Encoder*: Support for multiple formats and file or stream inputs; General purpose Linux servers; Direct to Multicast, Unicast, or HLS file
•*Virtual Set Top*: TV Conditional Access, User authentication, IPTV Middleware account management and channel guide; UDP streams delivered over wired or wireless home networks
•*Adaptive Multicast*: Convert among Unicast, Multicast, TCP, and UDP on the fly; Coordinate multiple clients on LAN segments; Manage local network load during channel changes and peaks
•*HTTP Live Streaming*: Playback on iPhone, iPad, other HLS devices; Pre-encoding and storage of multiple code rates; Re-active on demand transcoding of stored master copy for adaptive bit rates; Real time request routing and caching of encoded files for distributed storage