



MEDIAFREEDOM VIDEO PLAYERS

A detailed look at our Video Player offering & the end devices we can support

Key features:

- Support for Flash, Silverlight & HTML5
- Apple IOS support via HTML5
- Android support via Flash
- Support live & on demand playback
- DVR functionality

*Based on standard features

- Syndication to social network sites
- Email to a friend
- Comprehensive player controls
- 3rd party integration - API/SDK

Optional Enhancements:

- Branded Apple IOS application*
- Branded embed player*

Flash embed player

MediaFreedom supports a standard embed player based on Longtail Video's JW player. We have created a number of enhancements and plugins to provide a feature rich player capable of both on demand and live playback.

Our standard player comes with a simple MediaFreedom skin but by choosing our 'branded' player enhancement we can custom build a skin to fit your needs.

The player will provide all the standard functionality you expect:



Play, pause, duration, full screen, DVR functions, live, volume, embed code, share your content (Twitter, Facebook, My Space).

Supports FLV, MP4, MP3, AAC, JPG, PNG and GIF. RTMP, HTTP, live streaming, various playlist formats, a wide range of settings and an extensive JavaScript API

Silverlight embed player

Our Silverlight embed player is based upon the Silverlight Media Framework (SMF). The Silverlight player has the same functionality as the Flash player.

Supports WMV, Microsoft Smooth Streaming, H.264.

HTML5 Embed Player

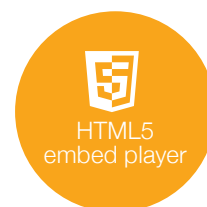
HTML5 is still in its infancy but we can start to embed your content with the <video> tag. In conjunction with our MediaFreedom Flash Embed player we can choose between Flash or HTML5 as the primary playback mode and the player will automatically fall back to the other mode when needed.

This means the embed code enables device detection to ensure the right player is rendered to the right device without any intervention from the user.

Use your own Player

We recognise that some customers want to use existing players or systems so we are happy to provide access to our API or documented SDK. (*Not available in MF GO). Our API is based upon a standard SOAP based solution and can be easily integrated into most systems. We can provide a number of SDK's for various applications, please ask for details.

Device Support



Windows Based PC	✓ <i>Browser Plugin</i>	✓ <i>Browser Plugin</i>	✓
MAC	✓ <i>Browser Plugin</i>	✓ <i>Browser Plugin</i>	✓
Apple IOS	✗	✓*	✓
Android (V2.2 or higher)	✓	✗	✓
Blackberry RIM	✗	✗	✓ **
Windows 7 Mobile	✗	✓ <i>Browser Plugin</i>	✓

* Microsoft Smooth Stream 'transmux' to Apple format available

** Newer models only (e.g. Torch)



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