



# move MEDIA PLAYER

Move Media Player gives you more navigation, quality and flexibility.

## Give viewers more.

Give viewers more and watch them come back for more—with their friends. Give them more navigation possibilities, better quality and more flexibility.

### More Navigation

Give viewers more navigation. Current streaming technologies do not provide the degree of playback control that users are accustomed to with DVD or television viewing. They want the kind of flexibility that a PVR (TiVo) or DVD player provides, including the ability to fast forward, rewind, scrub, timeshift, or play in slow motion.

Move Media Player supports DVD-style navigation and the DVR-like ability to move forward or back in time. Viewers can also fast forward, rewind, pause, scrub forward and back, and even jump to any point in the video content—all without interrupting the viewing experience.

Superior navigation will get your viewer's attention and keep it. They'll also tell their friends, bringing more traffic to your site and more viewers to your programming.

### Better Quality

Deliver the highest-quality video available to each of your customers based on the local conditions of each media consumer's computer. Those with great broadband connection and available CPU will receive higher quality video than those with less optimal computer environments. Additionally, all content delivered to the Move Media Player has undergone a multi-pass Variable Bit Rate (VBR) encoding process, which helps allocate bandwidth to make each video frame as sharp as possible—even during a live broadcast. Finally, Move Media Player leverages hardware acceleration that allows the player to render video of higher quality faster than other technologies.

### No Buffering or Pausing

Internet users are not patient. Don't lose them while your stream buffers or pauses. With Move Media Player, video starts almost instantaneously and continues to play without buffering or pausing.

How? Move Media Player controls video delivery and rendering to produce a rich and powerful viewing experience. Move Media Player automatically upshifts and downshifts to provide continuous video playback at the highest-quality profile possible based on the current speed and quality of the Internet connection and available processing power.

What it means to you is more viewers will watch longer.

### More Flexibility

Move Media Player gives viewers flexibility, and that flexibility happens to help your bottom line. Viewers can easily share favorite clips with others, make custom playlists from content archives, or even link to video segments from blogs or other web pages. All these options help drive more viewers to your station.

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## Give Yourself More

Your viewers aren't the only ones who get more with Move Media Player. You get rich statistics, more branding and more viewers.

### Rich Statistics

Move Media Player includes anonymous logging to gather a rich set of statistics on what is being viewed and the overall viewing experience. These data are gathered throughout the viewing experience and transferred to a central repository in batches when such transfers will not impact the video experience.

The data includes information such as total number of views, average length of views, streaming experience and more. These reports are customizable and offer more than 20 data sets you can request.

### More Branding

Move Media Player allows you to modify the play to your own look and feel, making it a powerful branding vehicle and helping your web site to maintain a consistent design. In addition, the player is embedded in your site, so viewers stay put—they aren't taken to a separate player page from which they may not return.

All this keeps your brand in their head longer and establishes it as a powerful, hip place to be.

### More Viewers

Move Media Player's word-of-mouth capabilities will let your viewers spread the word for you. And they will spread the word. With such unique capabilities and flexibility, they'll want to be the first to tell others.

Let them be your viral marketers. They'll be able to email video clips, add a clip to blogs, add a clip to their sites and more. All of this is done under your control: you choose what features are available.

## More Control = Returning Viewers and Better Word-of-Mouth

The Move Media Player allows viewers to have more control.

	 <b>Move Media Player</b>	<b>Other Solutions</b>
<b>Key Difference</b>	The video protocol deployed by Move Networks provides for ultimate navigation and personalization flexibility.	Other solutions don't allow for advanced navigation and personalization.
<b>Navigating within a Live Stream</b>	Move Media Player allows viewers to pause or go back in time while watching a live stream.	None
<b>TiVo-Style Navigation</b>	Users can navigate backward and forward (within a day or over multiple days) within a live broadcast.	None
<b>Fast-forward and Rewind</b>	Move Networks supports key-frame fast-forward and rewind at multiple rates.	None
<b>Scrubbing</b>	Move Networks allows viewers to scrub forward and backward within a timeline with near-immediate play-back.	Users can typically navigate to a different location in a timeline bar once content is fully downloaded.
<b>Live and On-Demand</b>	Move Networks supports live and on-demand programming within a single interface.	Interfaces (and infrastructures) are separate for live and on-demand programming.
<b>Clip Sharing</b>	Viewers can define and share clips with others from any content they are watching.	Viewers can only share the entire video they are watching with others.
<b>Favorites</b>	Individuals can save links to their favorite channels, programs, or personally defined clips.	Favorites are links to video files.
<b>Social Networking</b>	Personalized clips, videos, and other content can be leveraged for aggregations (i.e. most viewed, highest rated, etc.) and social networking.	Videos can be leveraged for aggregations and social networking, but not with personalized clips.
<b>Bottom Line</b>	Move Networks allows for a more personalized and immersive video experience than other systems.	Other video solutions can be embedded within interesting environments, but they do not allow for the same viewer control.

To find out more, contact Move Networks today. Call 801-756-5805 or email [salesoffice@movenetworks.com](mailto:salesoffice@movenetworks.com).