

Ittiam Media Labs had a demo pod on the IBC show floor, within the Connected World, and in addition we were also given a slot for farmOTT demonstration at the Connected World Demonstration Area. The theme of IBC this year was showcasing Ultra HD and also technologies for multi-screen viewing and deployment.

Our SaaS - farmOTT service - clearly fit into the IBC theme by showcasing the HEVC transcoding in the cloud and also offering seamless support for multi-screen devices.

We showcased the following:

- Ease of use with the UI & navigation.
- Multiple Upload options
- Creation of Custom Flavors and flexibility to choose the transcoding flavor our customers require.
- Multiscreen , multi device support in terms of the rich support of the transcoding flavors.
- We also showcased the advantages of HEVC transcode in the cloud in terms of
 - o Leveraging the cloud for Compute power and scaling - HEVC is compute intensive, and capacity planning becomes easier in the Cloud, and more so when coupled with CapEx vs. OpEx advantages.
 - o Same Quality of Video at a lower bit rate (side-by-side demo of H.264 and HEVC content, HEVC content has ~30% efficiency gains when compared to H.264 content)
 - o HEVC decode in the cloud - When content is encoded to HEVC prior to upload.
 - o HEVC Player on a tablet - pulling the content from the farmOTT service and playing the same.
- Transparency in showing the Usage report.
- Subscription Options.

There was lot of interest shown by the

- 1) Telco operators - There was universal interest on using the farmOTT platform to transcode content to HEVC and other formats for storage and distribution.
- 2) Enterprise customers - farmOTT also supports a direct workflow interface that can be used for transcode and distribution. Operators were also interested in the Pay-as-you-go model and the White-Labeling flexibility provided by the service.
- 3) OTT providers - There was interest in integrating farmOTT as Origin Servers with content transcoded in multiple formats for seamless multi-screen distribution.
TV operators - With the multiple upload options provided, and different transcoding flavors available many operators requested for a beta service validation of farmOTT to check integration with their service

- The farmOTT Team