

Streaming Service for Microsoft® Windows Media®

Internap® Streaming Service for Microsoft® Windows Media® is ideal for delivering high-quality on-demand and live streaming experiences. Designed for customers seeking to distribute or sell media online with maximum control, Windows Media makes it possible to protect and securely deliver 'a la carte' and subscription content for playback on a computer, Windows Mobile® smartphone, portable device or network device.

A Complete Toolset

Internap provides all the tools you need to stream Windows Media including a media asset manager, Digital Rights Management (DRM) controls, a reporting dashboard and more. The Internap award-winning Content Delivery Network (CDN) enables your entire audience to receive the same high quality experience regardless of geographic location.

Enhanced Digital Rights Management (DRM)

Windows Media DRM is a proven platform to protect and securely deliver content for playback on a computer, portable device or network device. It is flexible enough to support a range of business models from single downloads or physical format delivery. The latest version of Windows Media DRM enables new scenarios and provides consumers even greater access to protected audio and video content.

Windows Mobile Smartphone Streaming

Fast Streaming with Samsung BlackJack™, Moto Q™ and other Windows Mobile smartphones is seamless, smart and simple to do. Enjoy variable bit rate streaming with all Windows Mobile 5.0 or higher smartphones. Users can play their digital content via the data connection on their Windows Mobile smartphone they access from the Mobile Internet.*

High Quality Audio and Video

Windows Media delivers unmatched audio and video quality at any bit rate. With improved compression, discrete digital 5.1 surround sound as low as 128 Kbps, 24-bit audio and support for full-screen video, Windows Media sets the new standard for audio and video quality.

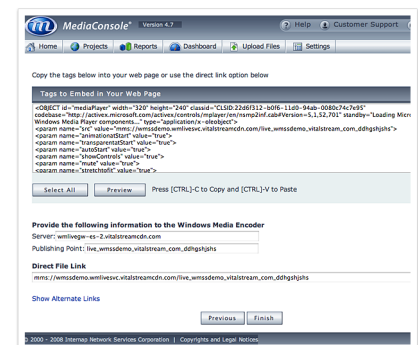
Instant-On, Always-On Streaming

Fast Streaming provides an instant-on, always-on streaming experience that eliminates buffering time and reduces the likelihood of an interruption in play. This allows for a seamless viewing experience whether you are playing a single piece of content or switching seamlessly between on-demand clips and broadcast streaming channels.

* Data rates may vary due to coverage conditions including terrain, weather, foliage, buildings and other construction, signal strength, customer equipment, and other factors. Users must have a smartphone with Windows Mobile 5.0 or higher and a data plan with their wireless network carrier.

Features:

- On-demand and live streaming services
- Built-in load balancing and failover to scale video despite the heaviest traffic
- Reporting dashboard, media tracking and report generation
- Flexible bandwidth and storage based on client needs
- Route-optimized Content Delivery Network
- Integrates with all popular DRM providers
- Integrates with all Windows Mobile smartphones 5.0 or higher
- 24/7 Customer Support



Windows Media makes it possible to protect and securely deliver 'a la carte' and subscription content for playback on a computer, portable device or network device.

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Reliable Video Delivery

Many of today's high-traffic sites rely on Internap to deliver their rich media content. Our CDN technology leverages our Performance IP™ solution to quickly and securely stream and distribute video, audio, advertising and software downloads to audiences across the globe through strategically located high-capacity data centers.

Using a multi-layered approach of geo-targeting, route optimization, server clustering, and fault-tolerant storage systems, our CDN provides the highest levels of performance and reliability. With capacity-on-demand to handle large events and unanticipated traffic spikes, content is delivered with high quality regardless of audience size or geographic location.

All of this technology is backed by an industry-leading 100% Service Level Agreement (SLA) – at no additional charge. This means you can count on Internap to deliver your rich media content with the highest level of quality, reliability and network performance.

MediaConsole

The Internap MediaConsole® provides an integrated toolset for securely managing and delivering all your media formats including Adobe Flash®, Microsoft Windows Media, Silverlight™ and static content through the use of a single, easy-to-navigate system. MediaConsole features Media Asset Management, Digital Rights Management, detailed reporting tools and pre-built video skins. A robust reporting dashboard with real-time statistics allows you to better understand the viewing habits of your audience and make swift business decisions.

Robust Reporting

Our reporting through MediaConsole provides intelligent tools with real-time monitoring and historical capabilities, turning raw data into actionable information. This allows you to evaluate your content and deliver it to specific demographics, enabling you to make important and timely business decisions. You can add and delete content at your convenience, change policies for delivery and collect data that is critical to better understanding your audience.

Benefits:

- Capacity-on-demand to handle large events and unanticipated traffic spikes
- Operational continuity for your rich media streaming services
- Users experience faster, more reliable, content delivery that is not constrained by carrier bandwidth limitations
- Increased revenue opportunities enabled by a stable customer Internet experience
- Valuable insights into streaming quality, comprehensive statistics regarding individual files delivered, usage reports viewable by media requests, audience file access habit and audience geographic information



Windows Media DRM is a proven platform to protect and securely deliver content for playback on a computer, portable device or network device.

