

Top 10 Reasons

To Choose Velocix Multicast ABR



VELOCIX™

- 1 Quality of Experience**

Velocix Multicast ABR improves the quality of live video streams by reducing the bandwidth demands placed on the network and eliminating bottlenecks that can negatively impact streaming performance. This ensures session start-up times are fast and customers receive the best viewing experience at all times.
- 2 Cost Efficiency**

By reducing the network bandwidth required to support large-scale streaming services, Velocix Multicast ABR can deliver significant cost savings to the operator. Multicast ABR dramatically reduces the need for network equipment, CDN, and origin server capacity, improving the ROI for live video services.
- 3 Hybrid Design**

Velocix software can dynamically switch between unicast and multicast streaming methodologies based on network conditions and predefined business rules. This hybrid approach to video streaming delivers the highest network bandwidth efficiency without sacrificing personalization features like addressable advertising.
- 4 Scalability**

With its modular software and high-density performance, Velocix Multicast ABR is an ideal choice for operators that intend to support large-scale streaming services. Software modules scale linearly, allowing capacity to be placed where it is needed most.
- 5 Flexibility**

The Velocix Multicast ABR Proxy is designed to run in a variety of environments so that it may be flexibly positioned in the network for optimal efficiency. The proxy can run on set-top boxes, optical network terminals (ONTs), gateways, optical line terminals (OLTs), or within the content delivery network (CDN).
- 6 Openness**

The multicast ABR proxy developed by Velocix has been open-sourced and may be freely accessed or modified to suit the customer's requirements. This enables operators to have more control over their deployment and reduces dependency on a single vendor.
- 7 Standards Based**

Velocix Multicast ABR adheres to published industry standards. This ensures it is compatible with third party technologies and, unlike proprietary solutions, avoids the potential for vendor lock-in.
- 8 Personalization**

With its hybrid delivery capabilities, Velocix Multicast ABR is able to support personalization features like addressable advertising, alternate content insertion, and bandwidth controls by dynamically switching to unicast when required.
- 9 Reliability**

Service reliability is critical to supporting always-on live streaming video services. Velocix software includes automated resiliency features that detect and route around faults to deliver live streams without interruption.
- 10 Trusted**

Velocix is the market leader in multi-screen video solutions and is trusted by the world's leading service providers to support their most demanding video applications. Contact a Velocix salesperson to learn more.