

Centient™ Media Aware CDN

Content Formats

- Files
- Streams

CDN Layers

- **Core CDN** | treats content purely as data and delivers it transparently
- **Media Aware CDN** | understands the content is media and can process and interact with the content



The IDC Centient™ Content Delivery Network (CDN) Platform enables files and streams to be delivered reliably by satellite or terrestrial links to a network of remote sites.

Centient Core CDN Layer

The Centient Core Layer includes all of the CDN features required for transparent content delivery: transmission, file delivery, forward error correction and network management. Files and streams are treated simply as data so the Core Layer can be used to distribute any type of digital information.

Centient Core CDN Layer Platform

Centient | Pro Data Platform

Enables the transparent distribution of any type of digital content to remote locations with central headend control - features SuperFlex® Pro Data™ receivers.

Centient Media Aware CDN Layer

The Centient Media Aware Layer overlays a set of additional CDN features that allow the platform to interpret, manage and process files and streams as media content. Media Aware features include: content management, compression, media recording and playback, targeted content and ad insertion, and content verification. The Centient Media Aware CDN Platform supports delivery of audio, video, and digital cinema content formats.

Centient Media Aware CDN Layer Platforms

Centient | Pro Audio Platform

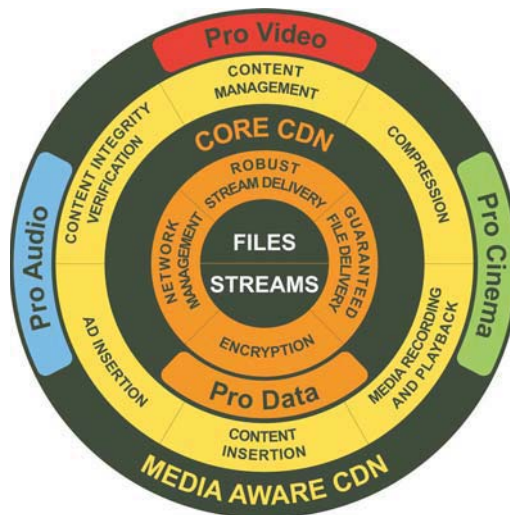
Enables radio networks to process and distribute audio content to remote locations - features STAR and SuperFlex® Pro Audio™ receivers.

Centient | Pro Video Platform

Enables television broadcasters to process and distribute video content to remote locations with central headend control - features SuperFlex® Pro Video™ and LASER receivers.

Centient | Pro Cinema Platform

Enables digital cinema service providers to process and distribute DCP and Alternative Live Event content to remote locations with central headend control - features SuperFlex® Pro Cinema™ receivers.



Centient Media Aware CDN Platform

FEATURES —Centient™ Media Aware CDN Platform

Centient Core CDN Layer Features Pro Data	
Guaranteed File Delivery	The use of advanced link layer and application layer Forward Error Correction on the outbound link, with the optional use of return channel missed packet retransmission, provides very high content delivery success rates on unidirectional links, and guaranteed file delivery on bidirectional links.
Robust Linear Stream Delivery	The use of advanced link layer Forward Error Correction on the outbound link and industry leading demodulator performance, enables high availability, low error rate delivery of live streams.
Encryption	A range of encryption options, including DVB BISS, IDC FlexKey and Irdeto Cypercrypt are available to help prevent unauthorized access to content broadcast across the network.
Network Management	Enables remote site receivers to be controlled and upgraded over a satellite outbound link, with an optional return path via VSAT or terrestrial IP which can be used for network monitoring, and guaranteed file delivery.

Centient Media Aware CDN Layer Features Pro Audio - Pro Video - Pro Cinema	
Content Management	Controls distribution of media files to the remote site population, and manages delivery, playback and media insertion functionality within the network.
Compression	Allows linear media streams to be encoded at the headend and decoded back to their original uncompressed formats at the remote sites.
Media Recording and Playback	IDC's Professional Media Recorder (PMR) functionality allows incoming streams to be recorded to the file on the remote site receivers and then played out at a later time, and can be controlled locally at the remote site or centrally from a Network Operations Center (NOC).
Targeted Content Insertion	Allows file-based media content stored on remote site receivers to be inserted in place of linear streams - remote site content can consist of files downloaded from the NOC or content recorded from the live streams using the PMR feature.
Targeted Ad Insertion	Allows file-based advertising content stored on remote site receivers to be inserted into linear streams - advertising content can consist of files downloaded from the NOC or content recorded from the linear streams using the PMR feature.
Content Integrity Verification	Standards-based content integrity tools are used to verify that the content being off loaded to external storage devices exactly matches the media content transmitted from the headend. <i>Available on digital cinema platform only.</i>

PRODUCTS

Centient Core Products	Centient Media Aware Products		
Centient Pro Data	Centient Pro Audio	Centient Pro Video	Centient Pro Cinema
Datacast XD	Production Manager Pro Audio	Production Manager Pro Video	Distribution Manager
Net Manager	Event Manager	TITAN Video Encoder	NOC Manager
IPE-4000	P561 Audio Encoder	TSM-2800	TITAN 3D Video Encoder
FlexKey Encrypter	STAR Pro Audio Receiver	LASER Ad Insertion Video Receiver	SuperFlex Pro Cinema Cache Server
SuperFlex Pro Data Receiver	SuperFlex Pro Audio Receiver	SuperFlex Pro Video Receiver	SuperFlex Pro Cinema Event Player



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