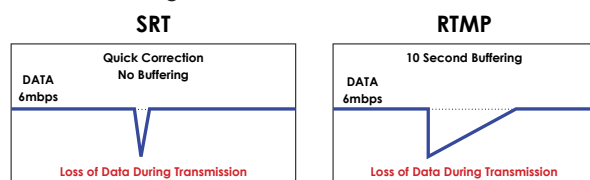




## PRODUCTION IN THE CLOUD

Datavideo is proud to announce SRT streaming technology in all their streaming encoders, cameras, MobileCast studios and other streaming products. SRT is the future of streaming an controlling products from a distance. Datavideo's unique combination of hardware and now cloud services provides a complete end-to-end workflow.

SRT is an open-source video transport protocol that enables delivery of high-quality, secure, and low-latency video across the public Internet. SRT optimizes performance over unreliable networks more efficiently than the current industry standard RTMP. SRT handles data more efficiency resulting in less data loss, plus requires less bandwidth than RTMP providing more reliable streams. In the diagram below is visualized what the benefits of SRT streaming are:



Using SRT instead of RTMP results in a more stable stream and better image quality.

Datavideo's newly released cloud services provide users the ability to stream to multiple platforms, cloud recording, monitoring and remote production.

dvCloud.tv supports remote production using two passthru devices (BB-1) in your local and remote network. These devices find each other and connect, after which you can control your cameras and other IP controlled peripherals as if they are on your local network.

When you buy any streaming Datavideo product you will receive a 50% discount code for the first month of dvCloud. Make sure to ask your Datavideo representative about this!



For more information, please visit [www.datavideo.com](http://www.datavideo.com) or [www.dvcloud.tv](http://www.dvcloud.tv)