

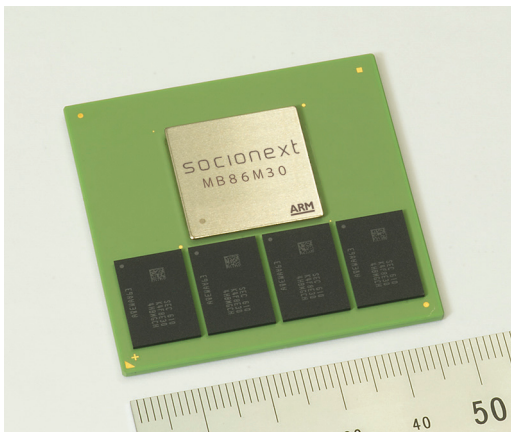
Socionext M30 Media Cloud Solutions

Video streaming will account for over 80% of the IP traffic by 2021. Video content continues to grow in quality and complexity requiring ever more compute intensive CODECs for video compression to reduce the load on the IP infrastructure. Data centers need to include live transcode capabilities in order to deliver live video streaming to users.

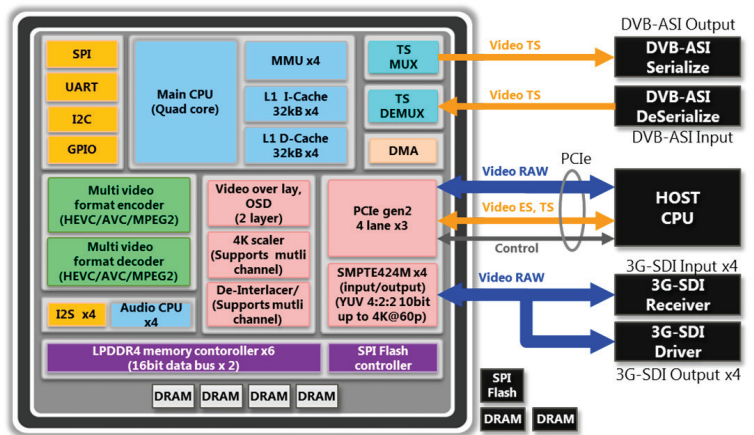
The Socionext Media Cloud Solution

Among the many notable features, the Socionext M30 Media Cloud solution is comprised of an x86 server with network IO, DRAM, storage, software and an accelerated M30 transcode engine to provide full HD streaming at lower cost and power.

The M30 Media Cloud Solution is capable of real-time transcoding up to 256 Bundles of AVC/ HEVC ABR (Adaptive Bit Rate) streams. The transcoder handles all video-processing functions within a single chip, drastically reducing power consumption to as low as 1/50th of conventional systems.



Socionext MB86M30 - "M30"



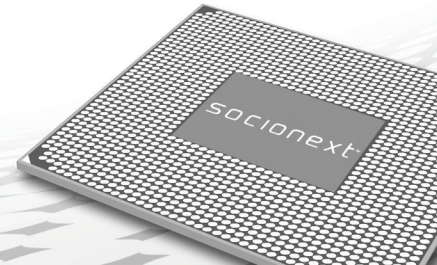
M30 - 4K60p Real-time Multi Format Codec IC

Features

- AVC / HEVC Transcode
- Real-time 4Kp60
- Multi-stream
- IDR Sync

Benefits

- Capable of live transcode 85% more compute intensive content, up to 4K, at 80% lower power per channel compared to other leading solutions.
- The Socionext media server is the only one available that can meet high-density live streaming demands and reduce data center CAPEX and OPEX.



Socionext Media Cloud – Live Streaming of True HD Content



Media Cloud Server Solution

Socionext has partnered up with two leading companies, Advantech and SoftIron, to provide the M30 Media Cloud servers.

The Advantech VEGA series and SoftIron's HyperCast come fully loaded with all of the required hardware and software ready to be added to any data center environment.

PCIe Board	Server	Server
ADVANTECH VEGA-3318 	ADVANTECH VEGA-7000 	SOFTIRON HyperCast

Competitive Landscape

	4Kp60 Transcode Streams	1080p60 Transcode Streams	Power per 1080p60 Stream	Cost (CAPEX & OPEX)
Processor	1	7	9.3W	10x
Socionext	32	128	2.5W	1X

Note: All table comparisons based 1U Server w/ a single processors – Socionext server has 32 M30's

The Socionext Media Cloud server is the ideal solution for the demanding video streaming market today. Processing complexity and quality of video applications are constantly evolving and users demand real time delivery of the highest quality video. Socionext and partners have developed system solutions ready to be integrated into any data center environment for delivering live high-quality video content at lower capital and operating expenses.