

azuki

SYSTEMS

Powering a New Generation of Mobile Media



Customers

Azuki's customers include media companies, enterprises and service providers ranging from Fortune 100 companies to independent media outlets. Current deployments include household names in television networks, mobile operators, publishing companies and more.

Leadership

- **Cheng Wu**
Chairman and Founder
- **Jim Ricotta**
President and CEO

Investors

- Sigma Partners
- Kepha Partners

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Overview

Azuki provides the most sophisticated and reliable platform available to prepare, protect, and deliver high quality rich media to any device over any wireless network. Based in Acton, Massachusetts, Azuki is led by an executive team well known for repeated success in establishing and scaling companies that address key challenges in the communications industry.

Technology

Azuki takes a network-oriented approach to improving user experiences and expanding the scope of content, features and functions available to mobile consumers and business users. The Azuki Wireless Platform offers an efficient and highly scalable way to deploy rich media services for wireless consumption, leveraging standards such as Flash, Silverlight and iPhone OS and standardizing content acquisition from disparate sources around dynamic, feed-based ingestion.

The Azuki Wireless Platform provides:

- **Embeddable technology** for the preparation, management and wireless network-optimized delivery of content with intelligent caching.
- **HTTP adaptive bitrate video** delivery of live and VOD content to major mobile device platforms including iPhone, BlackBerry, Android, Palm, Symbian and Windows Mobile.
- **Nomadic User State Management™** supporting multi-screen content strategies with subscriber authentication, user rights management and advanced marker technology that enables users to resume interrupted downloads and streaming sessions as well as shift viewing sessions from one device to another.
- **Robust mobile DRM** provided as an overlay to OMA 2.0 standard DRM for supported devices, OMA 1.0 standard (forward blocking), and encrypted file and key storage to ensure the integrity of communications and media assets both online and offline.

Target Industries

Working with content owners and enterprises as well as infrastructure and service providers, the Azuki Wireless Platform extends and enhances internet-scale content delivery systems to provide adaptive delivery, advanced interactivity and other key features to facilitate rich media consumption on wireless devices. Azuki provides integrated solutions that add value where consumers, media, and wireless network infrastructure intersect.

Consumer Benefits

- Anywhere access to live and on-demand media
- Advanced interactivity, collaboration and social media features
- Continuous, smooth video playback under all network conditions
- Superior short-form and long-form viewing experiences

Customer Benefits

- Cost-efficiencies achieved through workflow integration and reduced vendor management overhead for multi-platform installations
- Turnkey solutions with embeddable software, appliance-based and SaaS deployment options
- The highest standard of security for mobile content and communications
- A full range of application, browser-based and hybrid services
- Advanced collaboration and community features
- In-depth measurement and analytics