



## About Azuki Systems

Founded in 2008, Azuki Systems provides a market leading end-to-end solution that delivers rich, protected content to any device over any network, allowing content owners, enterprises and service providers to capitalize on the explosive growth of smartphones, tablets and multiple screens. The Azuki Media Platform™ enables brand-name media companies, service providers and mobile operators to combine the power of over-the-top delivery with the highest quality of user experience, content protection, scale and reliability. Based in Acton, Mass., Azuki is led by an executive team renowned for repeated success in launching disruptive technologies and scaling companies that have solved key technology challenges and provided their customers with a competitive edge. Visit [www.azukisystems.com](http://www.azukisystems.com) for more information.

## Our Technology Platform

The award-winning Azuki Media Platform™ is an end-to-end, powerful technology with a unique client-side architecture that delivers best-in-class live, on-demand, short-form and long-form video content across mobile platforms and multiple screens, over managed and un-managed networks.

Azuki's cross-platform architecture is designed to deliver large scale, high-quality streams of protected rich content to user's smartphones, tablets, and other devices. Azuki Media Platform makes delivering seamless and consistent high-quality, protected live and video-on-demand to mobile and multiple screen devices - simple and easy to accomplish.

The Azuki Media Platform provides flexible integration points with a wide range of 3rd party systems, including Ad Insertion Platforms, Content Management Systems (CMS), Subscriber Management Systems (SMS), CDNs and more.

The Azuki Media Platform is comprised of scalable components:

- **Azuki Preparation Processor** for content preparation, segmentation, DRM wrapping and uploading
- **Azuki Media Manager** for content-device-user correlation, metadata control, run-time analytics, authentication and DRM key management
- **Azuki Content Controller** for handling client requests, user registration, end-to-end bandwidth management, digital rights and device management
- **Azuki Media Client** for cross-platform adaptive streaming, content protection, interactive markers, bandwidth optimization and CDN federation

With Azuki Media Platform, customers and partners can:

- Support all major mobile device platforms and multi-screens
- Deliver superior content protection with Azuki's Unified Mobile DRM Framework
- Take advantage of a embeddable, highly-scaleable solution for ingesting, preparing and delivering quality adaptive bitrate video
- Leverage intelligent cache-ahead technology for network-friendly delivery of high quality content
- Integrate subscriber and user rights management to support multi-screen content services
- Collaborate and leverage social media features
- Access a complete set of monetization models
- Leverage in-depth analytics and reporting

## Our Solutions

The explosive growth of advanced mobile devices, the steady increase of bandwidth and the rising adoption of over-the-top content service delivery have forever changed the way the consumer access/view relevant content/video, regardless of time, place, device or network. Azuki's market driven solutions are designed to enable our customers and partners to adapt to – and thrive in - the new world of high-quality, protected content everywhere, anytime, any device, and any network.

### Azuki Media Everywhere™

- Makes TV Everywhere initiatives a reality - quickly and cost effectively - by leveraging existing video infrastructure
- Simplifies and adds client intelligence to cross platform content preparation, including transcoding, segmentation, DRM wrapping, uploading – all the way to protected content delivery and playback
- Enables the deployment of a scalable and reliable multi-screen video service framework that optimizes user experience and provides dynamic bandwidth management
- Enables the deployment of a mobile video solution for the delivery of high-quality and secure corporate video communications to customers, employees, partners and suppliers - via all mobile smartphone and tablet devices from Apple, BlackBerry, Android and Windows Phone 7

## 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 & more.

## Leadership

Cheng Wu  
*Chairman and Founder*  
John Clancy  
*President and CEO*

## Investors

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