

## BRINGING EFFICIENT, INTELLIGENT AND SUSTAINABLE SOLUTIONS TO VIDEO DELIVERY

DELIVERING ONLINE VIDEO ENTERTAINMENT TO EVERY USER EFFICIENTLY, SUSTAINABLY AND WITH A HIGH QUALITY OF EXPERIENCE BY CONTINUOUSLY INNOVATING AND PUSHING THE BOUNDARIES OF ARTIFICIAL INTELLIGENCE AND DEEP PERCEPTUAL OPTIMIZATION.

## THE PROBLEM

- Video creation and consumption is growing exponentially, especially in the current work-from-home environment, accounting for 80% of the Internet (source: Cisco VNI report). People are streaming media for entertainment, work, and educational purposes placing unprecedented strain on the internet, resulting in increasing environmental impact due to higher energy consumption. Online video generates 300 million tonnes of CO2 a year, or nearly 1% of global emissions (New Scientist 2019).
- Demand for the quality of streams is also going up dramatically. Around the world, customers have been investing in TVs and smart devices capable of showing 4K and 8K with advertisers increasingly paying top \$\$ for slots with high resolution content.
- The biggest challenge faced by service providers is the growing distribution cost, which accounts for the majority of the total cost of ownership for video delivery. Besides the cost, continuing to provide high quality experience to the end users has never been more important.

## THE SOLUTION



### Efficient

Fast and Low Complexity Preencoding with Significant Bitrate Savings

**Fast and easily integrated** with any encoder including AVC, HEVC, VP9 and AV1, **without breaking standards** or requiring any changes on end user device.



### Intelligent

Long Lasting Value Powered by Artificial Intelligence

iSIZE **deep neural network models** **improve** significantly with **each new generation**, providing increased gains on the long run.



### Sustainable

High Quality of Experience with Next Generation Sustainable Results

Next generation **sustainable results** and a **significant reduction** in the energy consumption for video delivery.

iSIZE BitSave preprocessing is **single-pass** through the content with **1 frame latency** – it can be used with VoD, Live Streaming, Gaming, IOT. iSIZE BitSave supports: **multi-codec**, **multi-recipe**, **multi-bitrate** and **multi-resolution** ABR ladders.

## OUR PARTNERS

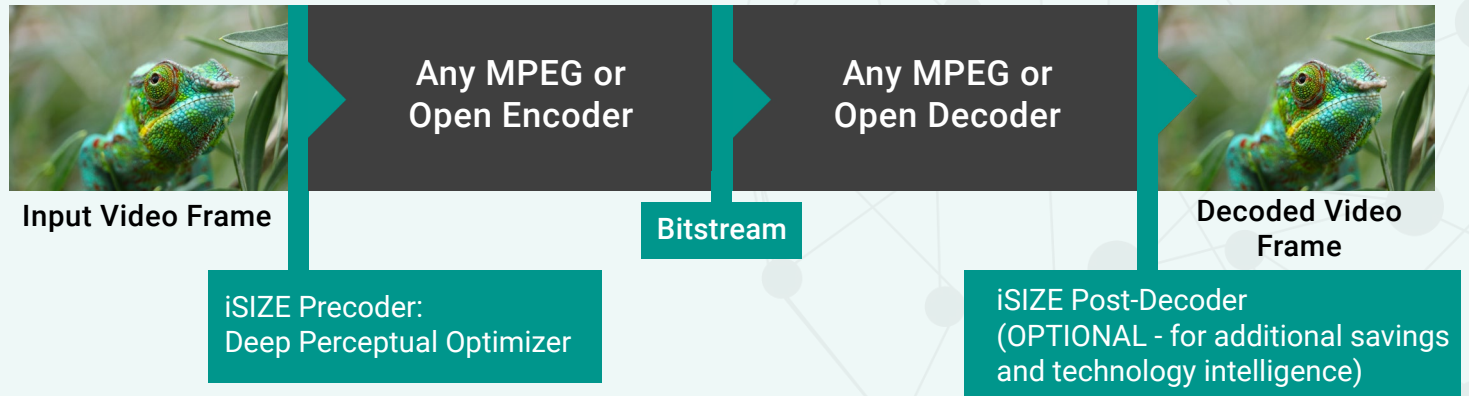


ALLIANCE FOR  
OPEN MEDIA



## THE TECHNOLOGY

**iSIZE + Conventional Codec Pipeline:** iSIZE's innovative **BitSave technology** reduces bitrate requirements by **10 to 25% on top of the existing codec**, substantially reducing the distribution costs for high-quality streaming.



## IMMEDIATE BENEFITS:

- Up to 25% reduction in cost of streaming for both VOD and LIVE on top of any existing codec gains
- Provide the highest quality of experience to end users and enable seamless streaming of 4K and 8K
- Reduce energy consumption and environmental impact of video streaming directly and indirectly (via CDN providers)

## BUSINESS MODEL

Direct On-Site Unlimited Use License	Pay-as-you-use	iSIZE SaaS Platform
<ul style="list-style-type: none"> <li>• Direct Non-Exclusive License Agreement with iSIZE.</li> <li>• Annual License Fee for unlimited on premise use.</li> <li>• Suitable for medium and large clients with sizable video streaming and user base.</li> </ul>	<ul style="list-style-type: none"> <li>• Available via AWS Marketplace (from Nov 2020) and Microsoft Azure (from Jan 2021).</li> <li>• Charged per minute/hour of iSIZE BitSave instance use.</li> <li>• Suitable for smaller and medium clients wanting to save CDN cost BitSave Precoding.</li> </ul>	<ul style="list-style-type: none"> <li>• Priced as a fixed \$ fee per minute of content.</li> <li>• Suitable for smaller clients wanting to optimised their delivery cost and improve video quality.</li> </ul>

iSIZE is backed by VC and seasoned Tech investors that include well-known Silicon Valley executives and entrepreneurs.

iSIZE IP is protected by six patent filings. We are registering for additional patents to reflect further innovations and improvements in our technology.

iSIZE Technologies graduated from the 2019/2020 Creative Destruction Lab (CDL) AI program at the University of Oxford's Saïd Business School.



[www.isize.co](http://www.isize.co)



[info@isize.co](mailto:info@isize.co)

