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## Company Presentation



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

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## Vision

**iSIZE**

**Efficient, intelligent and sustainable video delivery**

**WE BUILD HIGH-IMPACT VIDEO STREAMING SOLUTIONS POWERED BY  
THE LATEST AI INNOVATIONS**

# Your consumers want more



## More Streaming

- Streaming video makes up 80% of global internet traffic
- More than 6m U.S households cut the cord each year to stream VoD
- Cloud gaming industry growing at 40% year on year
- Emerging VR/AR and IoT use cases



## More Performance

- Consumers and advertisers continue to seek the highest quality content with advances in HDR, 4K / 8K etc.
- Consumers demand minimal latency. Users are impatient and the stakes are high in gaming and live video



## More Sustainability

- 88% of consumers want brands to help them live sustainably
- Awareness of our digital carbon footprint is growing following recent research widely publicized by the media

## Traditional ways to solve this problem

New video formats?



Not backwards compatible  
– only works on future devices

Post-processor?



Breaks standards and requires  
device change

Improve existing encoders?



Significant increase in complexity  
for marginal gain

### Replacing encoding infrastructure is risky, expensive, and does not scale:

- Migrating from AVC to VP9 reduces bitrate by 25% and comes with a **large infrastructure cost**
- Migrating from VP9 to AV1 reduces bitrate by 15% with massive infrastructure cost and **poor client device support**
- Moving from AV1 to VVC brings only 11% bitrate reduction with massive infrastructure cost and **unknown royalty costs**; efficient VVC decoders not expected before 2025

# iSIZE value proposition



Up to 40% bitrate savings depending on use case, content type and codec



Maintains quality as measured by latest VQ metrics and confirmed by independent P910 lab testing



Reduces the complexity of encoding






Significantly reduces latency

## **iSIZE technology achieves these advantages while:**

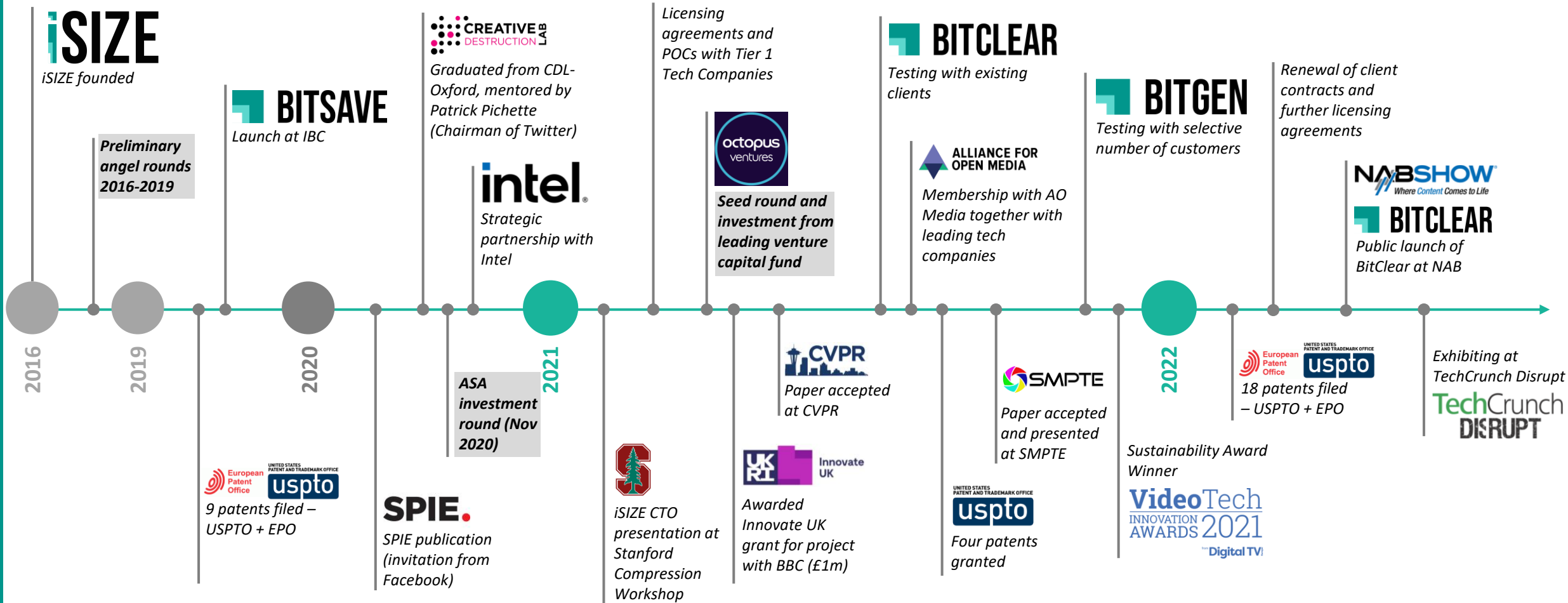
- Being fully codec agnostic
- Requiring no changes on the decoder (device) side
- Using single pass preprocessing
- Requiring very low additional compute

# iSIZE Technology

18+ patents filed in the USA and EU – 4 patents granted in the USA

Problem we solve	Solution	Target market	Description
<b>Perceptual Quality</b>	Deep perceptual optimization  <a href="http://demo.isize.co">demo.isize.co</a>	<ul style="list-style-type: none"><li>• Entertainment / Media</li><li>• Video streaming</li><li>• Gaming and Social media</li><li>• IoT/ Security</li><li>• Virtual reality/telepresence</li></ul>	<ul style="list-style-type: none"><li>• Deep psychovisual preprocessing for maximum bitrate savings. Significantly advance the development of AI-based quality metrics and quality scoring</li><li>• AI-based preprocessing that requires no change in encoding, delivery or decoding devices</li></ul>
<b>Noisy Video Content in Social Media</b>	Deep perceptual denoising  <a href="http://bitclear.isize.co/">http://bitclear.isize.co/</a>	<ul style="list-style-type: none"><li>• Social media/user uploads</li><li>• IoT/ Security</li></ul>	<ul style="list-style-type: none"><li>• Remove noise from video content by addressing the problem across the quality-bitrate-complexity space</li><li>• Can work both as a server and as a client component (post-decoder)</li></ul>
<b>Low-Bitrate/Low-Latency Video Delivery</b>	Domain-specific generative video representations  <a href="#">BitGen explainer video</a>	<ul style="list-style-type: none"><li>• Conversational services</li><li>• Virtual reality/telepresence</li><li>• IoT/driverless technologies</li></ul>	<ul style="list-style-type: none"><li>• Extreme reduction in video bitrate, working in a compact latent space</li><li>• Enable telepresence with near-zero latency by using photorealistic AI avatars</li></ul>

# The iSIZE story





## Get in contact

**iSIZE**

Want to learn more? Contact us at:

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