

AceThought Media Player

*Enabling Smart Video Experience by Multi-Screen
Content Delivery and Playback*
(1080p@25/30 & 1080i@50/60)



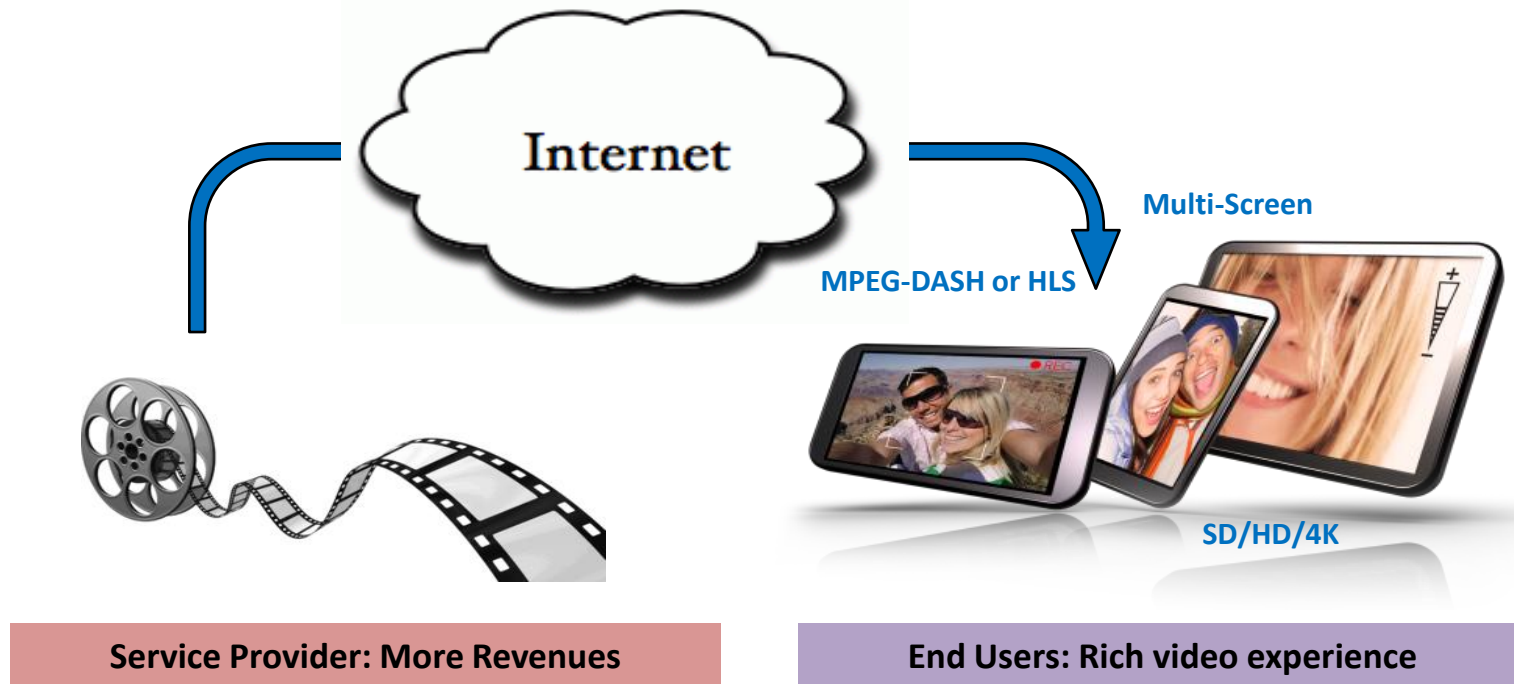


AceThought Media Player - Proposition

- AceThought Media Player is a **Hardware Accelerated** software development kit enabling playback on connected devices including **Android iOS** and **Windows 10 Phone** based mobile handsets and tablets with fallback option of **software H264/HEVC/MPEG4/MPE2**.
- Excellent performance enabling **1080p@30 & 1080i@50/60** playback of **HEVC and H.264** on quad-core ARM Cortex-A processors and **4Kp@30** playback of **HEVC and H.264** on quad-core Intel processors.
- No worries for **device fragmentation!** AceThought Media Player SDK supports player development across multiple devices and operating systems.
- Intelligent Adaptive Bit Rate algorithms for **HLS & MPEG – DASH** to ensure best video experience.
- Support for multiple streaming protocols with adaptive bit-rate and resolution switching.
- Available on **Google Android®** (v2.3+), **Apple iOS®** (v8.0+), **Windows 10 Phone, Windows 7, 8 & 10, Mac OSX and Linux**
- Customizable API to support **Ad insertion** and CDN integration
- Support for **Speed Control** Playback for education (0.5 – 2.0x)
- Customizable API to support industry standard **DRM** solutions.
- Support for **Subtitles** and Closed Caption
- Efficient software architecture and implementation – less memory footprint and high throughput.

Premium Video Experience on Multi-Screen

Video on Demand (VoD) & Linear TV on Smartphones, Tablet & Desktop



AceThought Media Player - Features

Streaming Protocols

- **MPEG-DASH**
- **HLS** (HTTP Live Streaming)
- HTTP Progressive Download
- **RTSP** (Real Time Streaming Protocol)

File Formats

- **MP4/3GP**
- MPEG-TS (**TS**)
- AVI
- MKV (Matroska)
- MP3
- AAC
- ASF

Video Formats

- **HEVC** (H.265) Main & Main 10 Profile
- **H.264** Baseline, Main & High Profile
- **MPEG-4** Simple & Advance Simple Profile
- **MPEG-2** Main Profile
- **VC-1** Simple, Main and Advance Profile
- VP8 & VP9 (via libvpx)

Audio Formats

- MPEG-4 **HE-AAC** (PS, SBR) & **AAC-LC**
- **MP2 & MP3**
- **AMR** NB/WB
- **AC3** (via platform SDK)



AceThought Media Player - Availability



Google Android

- v2.3+ (v2.3, 3.x, 4.x, 5.x)
- Hardware decoding support from v4.1 onwards
- ARM Cortex-A series processor



Apple iOS

- v7.0 + (v7.x, v8.x)
- Hardware decoding support from v8.0 onwards

Windows 10 Phone

- Hardware decoding support.



Microsoft Windows

- Windows 7, 8, 8.1, 10
- Intel x86 processors
- Hardware decoding support.

Apple Mac OS X

- Intel x86 processors
- Hardware decoding support.

Linux

- Intel x86 processors
- ARM processors



AceThought Media Player – Use Cases

H.264 Baseline (BP), Main (MP) & High (HP) Profile (AceThought Software H.264 Decoder)

Use Cases	OS	Processor (Minimum requirement)	Sample Devices
4Kp@30 4Ki@60	- Windows 7,8,10 - Mac OS X - Linux	- Intel Dual Core - Intel Quad Core	Intel Core i5/i7
1080p@25 1080i@50	- Android - iOS - Windows 10 - Linux	- ARM Quad Core Cortex A9 with 1.5+ GHz based SOC - ARM Quad Core Cortex A15 with 1.0+ GHz based SOC - Apple A6, A6x, A7, A8, A8x - Intel Mobile & Desktop processors	- Samsung Galaxy S4/S5, Note 2/3/4, LG G2/G3, Nexus 4/5/6/7/9/10, Sony Xperia Z/ZL/ZR/UL/Z/Z1/Z1/Z2, Lenovo Z/Z2/X/X2 - Apple iPhone 5, 5c, 5s, 6, 6+ - Apple iPad (4th G), iPad Mini 2, iPad Mini 3, iPad Air, iPad Air 2 - Intel Core i3/i5/i7



AceThought Media Player – Use Cases

H.264 Baseline (BP), Main (MP) & High (HP) Profile (AceThought Software H.264 Decoder)

Use Cases	OS	Processor (Minimum requirement)	Sample Devices
720p@30 720i@60	▪ Android ▪ iOS ▪ Windows 10 ▪ Linux	▪ ARM Dual Core Cortex A9 with 1.5+ GHz based SOC ▪ Apple A5x, A6, A6x, A7, A8, A8x ▪ Intel Mobile & Desktop processors	▪ Android Phones, Samsung Galaxy S4/S5, Note 2/3/4, LG G2/G3, Nexus 4/5/6/7/9/10, Sony Xperia Z/ZL/ZR/UL/Z/Z1/Z1/Z2, Lenovo Z/Z2/X/X2
480p@30 480i@60		▪ ARM Dual Core Cortex A9 with 1.2+ GHz based SOC ▪ ARM Single Core Cortex A9 with 1.5+ GHz ▪ Apple A5, A5x, A6, A6x, A7, A8, A8x ▪ Intel Mobile & Desktop processors	▪ Apple iPhone 5, 5c, 5s, 6, 6+ ▪ Apple iPad (4th G), iPad Mini 2, iPad Mini 3, iPad Air, iPad Air 2 ▪ Intel Core i3/i5/i7



AceThought Media Player – Use Cases

HEVC/H.265 Main Profile (AceThought Software HEVC Decoder)

Use Cases	OS	Processor (Minimum requirement)	Sample Devices
4Kp@30	▪ Windows 7,8,10 ▪ Mac OS X ▪ Linux	▪ Intel Quad Core	▪ Intel Core i7
1080p@25	▪ Android ▪ iOS ▪ Windows 10 ▪ Linux	▪ ARM Quad Core Cortex A9 with 1.5+ GHz based SOC ▪ ARM Quad Core Cortex A15 with 1.2+ GHz based SOC ▪ Apple A6, A6x, A7, A8, A8x ▪ Intel Mobile & Desktop processors	▪ Samsung Galaxy S4/S5, Note 2/3/4, LG G2/G3, Nexus 4/5/6/7/9/10, Sony Xperia Z/ZL/ZR/UL/Z/Z1/Z1/Z2, Lenovo Z/Z2/X/X2 ▪ Apple iPhone 5, 5c, 5s, 6, 6+ ▪ Apple iPad (4th G), iPad Mini 2, iPad Mini 3, iPad Air, iPad Air 2 ▪ Intel Core i3/i5/i7



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HEVC/H.265 Main Profile (AceThought Software HEVC Decoder)

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480p@30		▪ ARM Dual Core Cortex A9 with 1.2+ GHz based SOC ▪ Apple A5, A5x, A6, A6x, A7, A8, A8x ▪ Intel Mobile & Desktop processors	▪ Apple iPhone 5, 5c, 5s, 6, 6+ ▪ Apple iPad (4th G), iPad Mini 2, iPad Mini 3, iPad Air, iPad Air 2 ▪ Intel Core i3/i5/i7

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