

VisualOn and Minerva Announce Enhanced Partnership and Showcase Innovative Video Streaming Solutions at NAB 2024

CUPERTINO, Calif. — April 4, 2024 — NAB Booth #W3225 – VisualOn and Minerva are excited to announce the extension of their strategic partnership, culminating in an exclusive joint demonstration at NAB 2024. This partnership addresses the need for quality video streaming solutions over a breadth of user devices including Set-Top Boxes (STB), mobile devices, browsers, and Smart TV, while reducing operational complexities, saving time-to-market, and cutting service providers' costs through enhanced integration.

Minerva is reimagining how people find, consume, and share their favourite video and informational content. Leading Service Providers worldwide expect innovation and stability to monetize their investment in content and infrastructure. VisualOn is the video player partner to help deliver this Minerva vision for Minerva's Smart Highlights feature, as well as Low Latency, thumbnail scrubbing in Live, best startup times for the end users; Dynamic Ad Insertion (DAI), and Free Ad Supported TV (FAST), and content protection (e.g. key rotation).

"As operators increasingly pursue comprehensive content aggregation strategies, there is a growing need for player adaptability to manage content spread across multiple Content Delivery Networks (CDNs) with varying DRM, streaming protocols, bit rates, and other parameters." emphasized Matt Cuson, Minerva's VP of Marketing. "Minerva and VisualOn recognize this demand and have tailored our collaboration to cater to the requirements of modern pay TV solutions, enabling seamless content delivery across diverse CDNs and ensuring optimal playback adaptability for a wide range of content types. In this collaboration, VisualOn's advanced video playback integrates with Minerva's content delivery framework, promising a significant enhancement in video quality for a seamless and enjoyable streaming experience."

"The NAB 2024 showcase highlights our commitment to revolutionizing video streaming. Visit the VisualOn booth to see our cutting-edge video playback and Minerva's innovative content delivery in action." said Yang Cai, President and CEO of VisualOn. "We streamline integration, customization, optimization, and troubleshooting, accelerating time-to-market for video services."

In anticipation of NAB 2024, we are eager to display this collaboration. Minerva and VisualOn are pleased to offer a hands-on experience by showcasing a live video demo in the VisualOn booth W3225.

Join us at NAB 2024 as we pave the way for the future of video streaming!

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About VisualOn:

VisualOn is a leading streaming solutions provider that empowers profitable and differentiated streaming media services for service providers worldwide with its AI-enhanced Universal Content-Adaptive Encoding solution and advanced media players. The company's patented technologies and team of experts are trusted by the world's foremost media companies to bring their video content to connected screens with high quality and availability, wide compatibility, differentiated features and functionalities, and shortened time-to-market. VisualOn is headquartered in Silicon Valley, with offices in China, South Korea, Japan, France, Spain, Finland, and Serbia. More information is available at www.visualon.com.

About Minerva:

Minerva's cloud solution empowers broadband operators to become super aggregators of content of all types, and deliver differentiated user experiences around how their subscribers consume and share entertainment and information. The multi-tenant cloud platform helps to minimize operational costs and facilitates the management of a curated and personalized experience across all client devices. From local free off air and FAST channels and links to popular streaming apps, to a full blown ultimate premium TV service, operators have all the flexibility needed to deliver a range of services that best meet the needs of their customers. Powering millions of user experiences around the world, Minerva's proven platform offers operators the fastest time to scale.

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