

PRODUCT SOLUTION DESCRIPTION

Inlet Technologies delivers broadcast-quality, interactive video, with the efficiency to ensure budget and deadline demands. Inlet's compression and transcoding solutions address new media applications like video on demand, live streaming, online TV & HD. Their solutions support today's wide variety of industry formats and operate on all industry-standard hardware. Their proprietary software provides unique automation tools, and supports features like metadata and closed captioning, to leverage the full power of video over IP.

- Fathom – for Content Creation.**
- Spinnaker – for Content Distribution**
- Semaphore – for Quality Control.**

EXPERTISE/DIFFERENTIATORS

The key to Inlet's unique benefits is the *automation* and *intelligence* built into Inlet solutions. Inlet's toolsets provide better workflow integration and usability, allowing our customers to gain the best video quality in the fastest time. Given the volume of digital video content in demand today, and the complexity of delivering that video to multiple screens in multiple formats, automation is a must in order for content providers to cost-effectively meet deadlines.

Unlike competing offerings, Inlet's solutions allow customers to easily customize and scale a solution that meets their needs, versus relying on packaged turnkeys. In addition, Inlet's expertise with the encoding ecosystem far surpasses their competitors'. The Inlet team has pioneered the tools of online video in every stage of the industry's growth – from the days when online video was the size of a postage stamp, to today's real time HD transcoding, Inlet's staff understands media applications and

INLET CUSTOMERS

- Microsoft
- Cisco
- Major League Baseball
- MTV Networks
- National Hockey League
- Home Shopping Network
- Ascent Media
- Bell Canada
- Ball State University
- Sony
- Technicolor
- Heritage Auctions
- Broadway Video Digital Media

COMPANY INFORMATION

Headquarters: 1121 Situs Ct, Suite 330,
Raleigh, NC 27606
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- Founded in 2003
- Venture backed company with 40+ employees
- Frost & Sullivan's Hot Company Watchlist
- Digital Content Producer's **NAB 2008 Pick Hit award**
- Key personnel: Neal Page – Founder and CEO
Neil Selvin – President
Scott Labrozzi – CTO
John Bishop – SVP of Business Development and Strategy

511210 - Software Publishers

512110 – motion picture and video stuff

512191 – post production and editing

512199 – video archives

516110 – web video

711211 – sports teams and clubs (if they want to stream their games)

334112 – DVD stuff

334310 – audio and video equipment

CORPORATE ELEVATOR PITCH

Inlet Technologies' video software facilitates the production and delivery of media over IP networks. Inlet's proprietary solutions blend advanced compression and transcoding technology with automation capabilities, to support the explosion of "new media." By optimizing content for any network and any screen, Inlet's solutions allow content creators and distributors to reduce costs and expand audience reach, while enabling cost effective business models. With Inlet's expertise, customers can produce the highest-quality video, faster and more efficiently than with any other solution, while integrating seamlessly with existing infrastructures.

KEY WORDS!

- Video Encoding
- Transcoding
- Video compression
- Video over the Internet (or Web or IP)
- Streaming video
- High definition (HD) video
- Video on demand
- Post production
- Content (or video) preparation
- Broadband video
- Internet TV

INLET Technologies products and services are proudly represented to the U. S. federal government through



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