

Eyepartner Releases HD Channel Management IPTV Solution

MARATHON, FLORIDA, June 9th, 2010:

Simplifying media play-out and monetizing large libraries of content built with video on demand assets has been a challenge to media producers and broadcasting networks alike. Eyepartner has developed a product called the "Channel Manager" which allows users to publish video and audio into playlists, complete with integrated advertisements, by seamlessly dragging and dropping content into the channel lineup. The Channel Manager makes it easy for anyone to manage an unlimited number of Standard or High Definition channels and playlists that can be transcoded to be delivered over various device players such as HTTP, Flash, Silverlight, IPTV Set top boxes, iPhone/iPads as well as other popular mobile devices.

The Channel Manager is a server based H.264 streaming solution that requires absolutely no proprietary hardware. The software was designed to easily manage content timelines on the fly and in real time allowing the content producer to ingest LIVE breaking news or sponsored media spots at any moment.

"Content owners, broadcasters and enthusiast alike now have the ability to quickly organize their video on demand assets and create unlimited media channels while delivering across multiple web sites, set top boxes and mobile devices quickly and easily without purchasing expensive proprietary hardware" as quoted by Tim Green, President of Eyepartner.

So, how does it work? Eyepartner offers an easy to use drag and drop web-based interface to be used with a flash-compatible browser. The user uploads their content, recorded live feeds or selected YouTube HD content to the timeline sandbox. The user edits the timeline by adding, swapping or discarding rich media, static content or audio with the easy to use media editing tools from the menu. The user optionally sets all or part of the playlist as a pay per view event and collect ticket sales for the applicable content. Once the user has published the playlist they may apply it to a channel lineup to stream the content on a Pseudo-Live channel. The user may preview the channel they have created in real time to ensure the content is ready to go live. The user may transcode the entire timeline to be compatible with various devices such as IPTV, set top boxes, mobile devices, tablets or digital signage displays. All timelines can be easily recalled and edited at any time and may be set to loop or end on a predestinated date.

Simple "how-to" tutorials walk users through the Channel Manager time-line building process with simple step-by-step instructions. The Channel Manager is to be made available as a white label product through various OEM channel partners, distributors and CDN's.

About Eyepartner:

Eyepartner is a privately-held company based in Marathon, Florida and has been developing and implementing solutions to clients worldwide. Eyepartner is a streaming media software development company as well as a rich media hosting and CDN provider. Established in 2007, Eyepartner delivers turn-key and custom social broadcasting solutions, entertainment portals and has delivered enterprise, education, advertising and government solutions. For more information, including co-branding OEM opportunities, please contact us at www.eyepartner.com/contact or call: 305.289.4557.

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