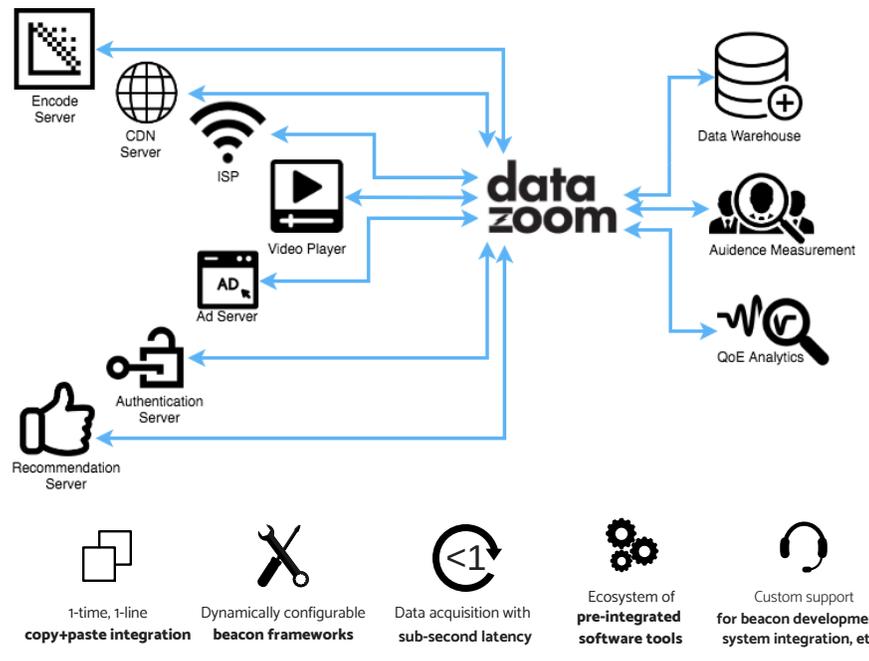


Datazoom: Adaptive Video Logistics

What can you do with your data?

You have a fraction of a second to solve a critical problem affecting your video playback experience before your viewers abandon it. But the data available with today's solutions become siloed, distorted, and rife with latency. You need raw data in real-time to make critical business decisions quickly to ensure that your users are getting the best experience possible.

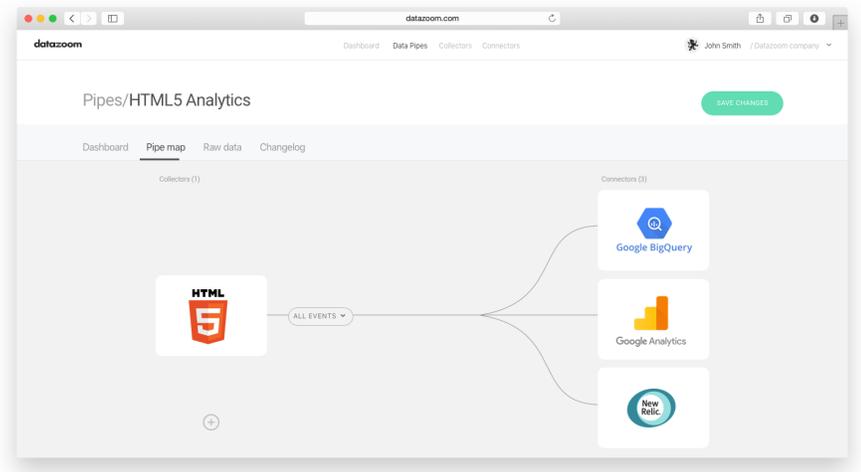
DATAZOOM is a cloud-based data control platform which enables you to acquire data in real-time. For video players, we offer dynamic, flexible, deploy-once beacon frameworks, which routes data to the systems you've connected via our platform. Our technology ensures you have the right data, at the right time, in the right place. We know that your data acquisition needs may change. You need a solution which you can rely on for tomorrow's changes and challenges..



A Platform for Today

Built with Tomorrow in Mind

DATAZOOM is pioneering a new class of software: **Adaptive Video Logistics**. With one remotely updatable SDK, Datazoom is designed to capture, standardize, re-write, calculate, store, and route any and all data generated across the video player-technology stack with less than one second of added latency. Our technology sits between the video player (or any other data-generating Collectors), and Connector platforms powered by this data. Our centralized collection framework replaces traditional one-to-one integrations with **data pipes** which return the control of your data back to you.



The Perks of Piping Data



Performance at Scale

Datazoom will scale with your business without compromising availability or acquisition speed - guaranteed under our SLA



Data where you want it

It's your data. Do you need another dashboard? Use a Connector to stream your video player data wherever you want it



Clarity & Focus

Gain operational efficiencies and reduce infrastructure costs by outsourcing your data acquisition operations



One and Done

Stop wasting time re-deploying your beacons every time you want to add a new data element

Ready, set, zoom!

Leverage Datazoom’s Expanding “out-of-the-box” Ecosystem

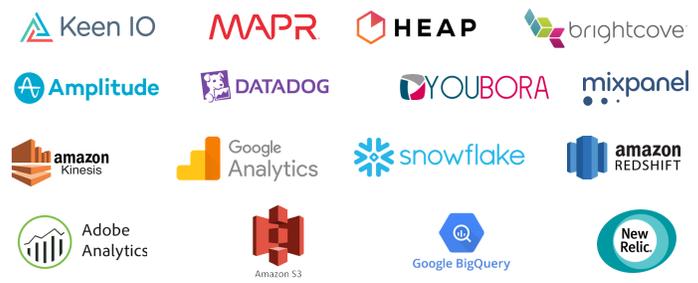
Collectors



Coming Soon



Connectors



Coming Soon



Datazoom’s interface seamlessly facilitates the creation of data pipes. At your discretion, send Event, Metadata, and FluxData from any number of Collectors to any combination of Connectors. Our software is so easy to use, your CEO can do it.

Improve streaming video with Datazoom

Better raw data, endless possibilities



Grow Revenue

We adjust and refine services to maximize the value and experience behind every play



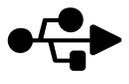
More Reliable Vendors

Verify SLA’s with 3rd Party service providers with Datazoom’s real time feedback loop



More Robust Analytics

Enhance the performance of your analytics platforms by with data unsupported by previous integrations



Data Truth

Data is collected efficiently, unified, and standardized for superior user-level, and holistic business level insights



Simplified Player Management

Keep current with the latest versions of your favorite player by minimizing player bloat



Strategic Flexibility

Use Datazoom’s prebuilt integrations to test new Collectors and Connectors to bring your business to the next level

Eliminate code from your video player. Reduce integration and maintenance overhead. Become nimble and data-driven to ensure the best possible video experience for your audience. Visit www.Datazoom.io to request a 15-minute demo, today!