



Cloud Based Multi-Camera Live Production Switcher with Native Zixi Integration

DELIVER BROADCAST QUALITY LIVE PRODUCTION WITH THE FLEXIBILITY OF CLOUD POWERED BY THE GLOBAL ZIXI ENABLED NETWORK

HIGHLIGHTS

SWITCHER.AI INTEGRATES THE ZIXI SOFTWARE DEFINED VIDEO PLATFORM (SDVP®)

Key Features:

- Cloud-Optimized Design
- Cost-Effective Cloud Operation
- 24/7 On-Demand Availability
- No AWS or IT Expertise Required
- Software-Defined Solution
- High-Resolution Streaming (Up to 4K30 or 1080p60)
- Designed for Remote, Multi-User Workflows
- Free Video Encoding Software for Multiple Platforms
- Two-Way Communication with Contributors
- Comprehensive Production Tools in a Web Browser
- Versatility in Protocols (SRT, Zixi, RTMP)
- Compatibility with Third-Party HTML-Enabled Graphics Engines
- Native Integration for Quick Streaming to YouTube and Mux

Use Cases:

- Live Streaming of an event to the Internet
- 24x7 Live Stream
- Remote production for Webinars, Conferences, Sports, Sunday Worship, Video Blogs for social and many more.

BROADCAST QUALITY LIVE PRODUCTION WITHOUT THE NEED FOR DEDICATED HARDWARE

Commercial and non-commercial entities, professional live production firms, and individual content creators have a pressing need for a dependable, user-friendly, flexible multi-user solution to create high-quality live multi-camera streams, whether they are operating remotely or on-site. Switcher.ai provides an adaptable cloud-based live production switcher, enabling users to generate high-quality live streams using multiple camera sources. With Switcher.ai customers can produce live streams on various platforms, such as YouTube, Facebook, LinkedIn, X (Twitter), their website (using third-party players) or any platform supporting Zixi and other streaming protocols. Users can seamlessly blend multiple camera inputs, manage, and adjust audio levels and gain and overlay graphics like lower thirds, logos, and scoreboards, all while working remotely on their laptop through a web browser. Additionally, the Switcher.ai platform includes a built-in intercom system, facilitating collaborative production work with multiple users simultaneously.

The platform's advanced feature set opens a multitude of opportunities, empowering businesses to explore fresh use cases, enhance cost-efficiency, and provide operational flexibility while optimizing their workforce.

Some of the use cases include:

- 1. Live Streaming of an Event to the Internet:** Switcher.ai is ideal for capturing and streaming live events such as concerts, conferences, product launches, or sports events to a global online audience. It allows users to seamlessly switch between multiple camera angles, overlay graphics and maintain high-quality streaming, enhancing the viewer experience.
- 2. 24x7 Live Stream:** For organizations or content creators looking to maintain a continuous online presence, Switcher.ai can facilitate 24/7 live streaming. This use case is valuable for businesses, news agencies or entertainment channels that want to provide around-the-clock content to their audience.
- 3. Remote Production for Webinars and Conferences:** Switcher.ai is an excellent choice for remote production of webinars and virtual conferences, enabling organizers to bring together multiple speakers, share presentations and manage the live broadcast from a central, cloud-based platform. The built-in communication features ensure smooth coordination among remote presenters.
- 4. Sports Broadcasting:** Sports events, whether amateur or professional, can benefit from Switcher.ai's capabilities. Production can switch between different camera angles to capture the action on the field, overlay scores and statistics and deliver the excitement of the game to viewers in real time.
- 5. Sunday Worship Services:** Many religious organizations use live streaming to broadcast their Sunday worship services to a broader audience. Switcher.ai allows you to enhance the production quality with multiple camera angles, graphics, and a seamless streaming experience for remote congregants.

6. Video Blogs for Social Media: Content creators on social media platforms can use Switcher.ai to create engaging video blogs, vlogs or live Q&A sessions. It supports multi-camera setups, overlays, and easy integration with platforms like YouTube and Facebook, providing a professional touch to your content.

7. Educational Webcasts: Educational institutions and online educators can utilize Switcher.ai for webcasts. It offers the flexibility to incorporate multiple visual elements into online lessons or lectures, creating an engaging and interactive learning experience for students.

8. Corporate Webcasts and Town Halls:

Corporations can use Switcher.ai for internal and external communication, whether that be hosting virtual town hall meetings, investor relations webcasts or product launches, all are made easier with its remote production and live streaming features.



9. Live Interviews and Talk Shows: Talk shows, podcasters and interviewers can employ Switcher.ai to conduct live interviews with remote guests. The software's ability to provide two-way communication and high-quality video ensures a professional look and feel to the broadcast.

10. Entertainment and Gaming Streams:

Gamers, entertainers and influencers can take advantage of Switcher.ai for live streaming their content to platforms like Twitch and YouTube. The software enhances the production quality of gaming sessions, music performances and entertainment shows.

Switcher.ai's adaptability and ease of use make it a valuable tool across a wide range of live production scenarios, ensuring high-quality, engaging content for diverse audiences.

SWITCHER.AI'S POWERFUL CLOUD SWITCHING PLATFORM LEVERAGES THE GLOBAL ZIXI ENABLED NETWORK TO EXTEND ITS REACH

Switcher.ai's integration with the award-winning (SDVP®) offers users a unique advantage by enabling them to access video streams from the global Zixi Enabled Network. This network is comprised over 1,000 media companies and collaborates with more than 400 technology partners, providing an extensive worldwide reach. Users can leverage the integration to transmit their video streams reliably over public networks, thanks to the patented Zixi protocol, ensuring a seamless delivery of content with ultra-low latency, guaranteeing a smooth viewing experience for the audience.



Additionally, the integrated offering promotes genuine collaboration among various partners. Users can harness the advanced capabilities of the (SDVP, including tools like ZEN Master to remotely orchestrate, manage and monitor their streams directly within the Switcher.ai platform. This eliminates the need for external conversions or complex setups, streamlining the entire production process. Furthermore, users can take the output directly from the Switcher.ai platform and effortlessly distribute it to a global audience and partner network using the reliable Zixi Protocol. This integration not only enhances the quality of live content but also simplifies the distribution process, ensuring a broader and more efficient reach.

Switcher.ai's Zixi integration allows content creators and distributors to leverage Zixi's industry leading video over IP technology proven with over 15+ years of experience and trusted by over 1000+ media customers in 100+ countries to deliver and contribute video to and from global markets via the cloud, and take advantage of unique features such as:

- **Bonded Delivery**
Combines disparate topologies including 5G, LTE, Leased Lines and Unmanaged Internet, dynamically adjusting for fluctuating bandwidth, network congestion, packet loss and latency differences
- **Network Efficiency**
Reduces egress costs up to 30% - 50% when compared to other protocols
- **Compute Efficiency**
Reduces compute costs up to 50% by utilizing highly efficient ARM based processors
- **Connection Validation**
Industry leading security including DTLS connection security and content encryption
- **Sequenced Hitless Failover**
An improvement on SMPTE 2022-7, applies Zixi optimized alignment algorithms to re-create a single coherent uninterrupted stream out of multiple stream fragments
- **Reliability**
Enhanced stream resilience with congestion aware routing and patented dynamic forward error correction (FEC)
- **Quality Optimized Delivery:** Quality optimized delivery with content aware bandwidth shaping

ABOUT SWITCHER.AI

Switcher.ai is a cloud-based live production tool for broadcast-quality streaming from multiple cameras. It mixes live inputs up to 4K30/1080p60, manages audio, and adds overlays via Singular.live, overlays.uno, or HTML5. Features include intercom and remote guest inputs for remote, multi-user production. Users can stream to platforms like YouTube, social networks, their sites (via 3rd party players), or servers via RTMP, SRT, or Zixi. www.switcher.ai | support@switcher.ai

ABOUT ZIXI

Zixi provides the cloud based and on-premises Software-Defined Video Platform (SDVP®) that enables reliable broadcast-quality video delivery over any IP network, any protocol, any cloud provider and any edge device. The company offers technologies for broadcasters, enterprises, over-the-top video providers, sports leagues, service providers, cable operators and Telcos around the world, giving them the lowest TCO in the industry. Many of Zixi's clients are delivering and managing thousands of streams, and there is no other alternative in the market that can provide 99.999%+ reliability at scale. Zixi simplifies building and managing congestion-aware live video routes on any network, with support for 18-protocols across any operating environment, with products that are purpose built to provide market leading performance, universal interoperability and an operational control plane that simplifies management and orchestration at scale. With 15+ years of innovation and expertise, the Zixi Enabled Network has grown to over 1000+ media customers and 400+ OEM and service providers that deliver 20,000+ channels daily, with 110,000+ deployed instances in over 120 countries, gathering over 9 billion data points a day while delivering over 100,000 live sporting events a year. This powerful ecosystem of the largest media organizations in the world exchanging live video allows for the creation and acceleration of new content acquisition, business models, and opportunities to reduce cost and generate revenue. www.zixi.com | sales@zixi.com