

Free Of Your Operating System
Your **SINGLE** Access Point For **ALL** Your
Media & Video Experience

Welcome to the World of **CLOUPLAY**

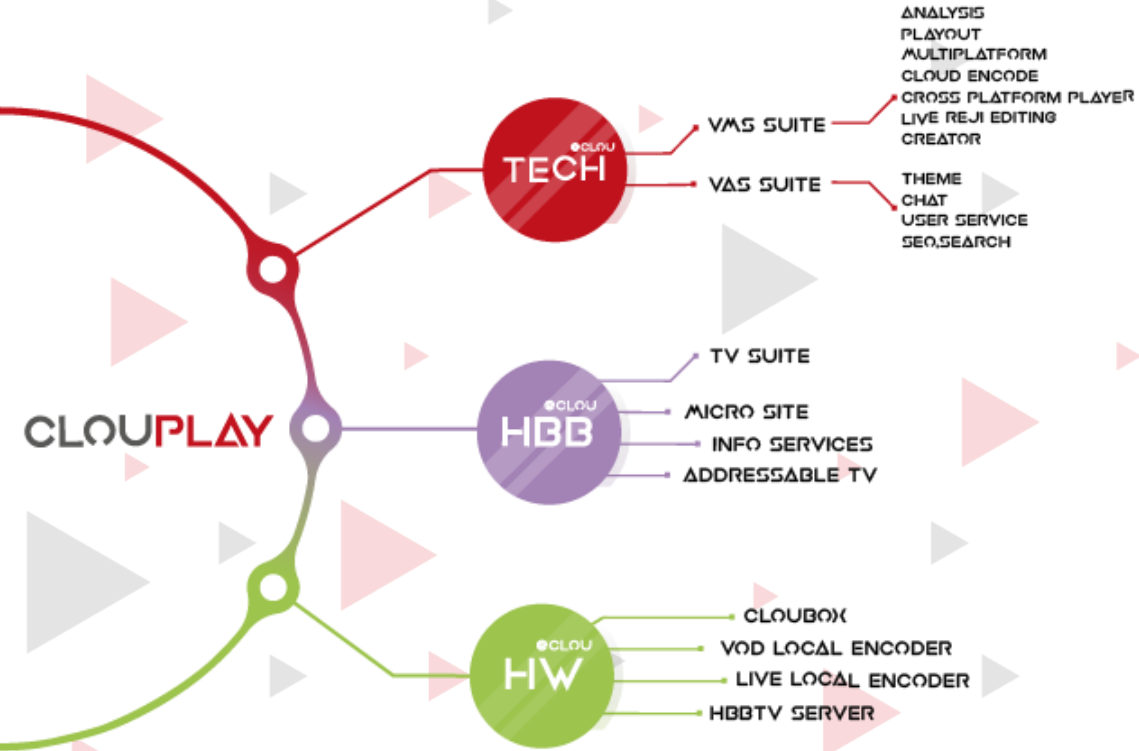
For Simple, Fast and Seamless Media & Video Solutions

Founded in 2016 with the mission to enable users to have access for the best video experience in the simplest way.

As a believer in the power of video and its inevitable growing trend in our daily lives, We have dedicated our expertise to create solutions through continuous innovation to address the needs for all types of users.

Today, We are able to share our seamless solutions with all types of users from Developers to Platforms (Broadcast, PayTV/OTT, TV, IPTV, Mobile, Social Media), Enterprises and Educational Organizations all around the world.





Analysis from ALL the Platforms

User Friendly Interface

Single Point of Access

Theme Store

Interactive

Faster

Multi-Platform

Cloud Technology

HBB TV

IP TV

Fully Integrated

Optimized

Seamless

Customizable

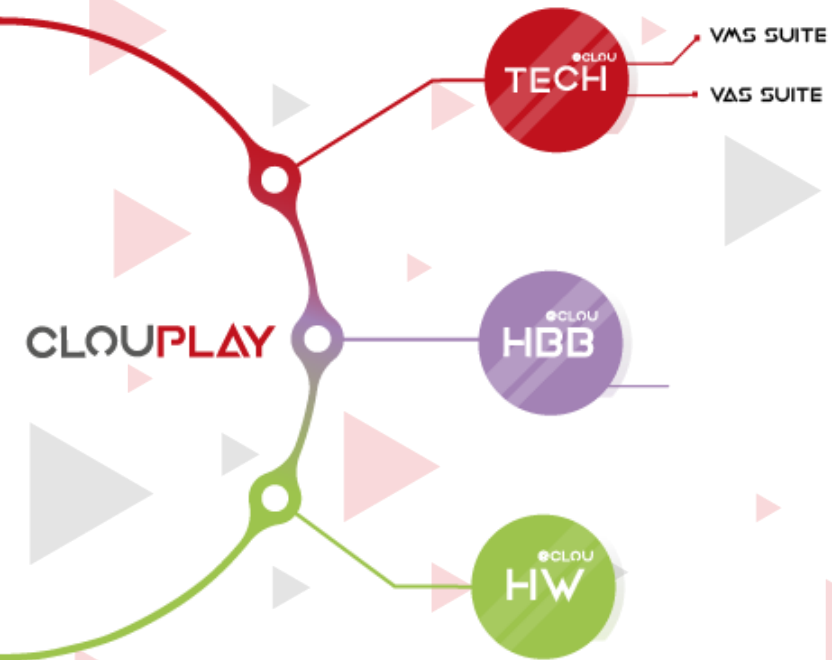
Multi-Operating System

Simple Live & On Demand Video Creation

Social Media Management Interface

Live Video Editing

Content Store

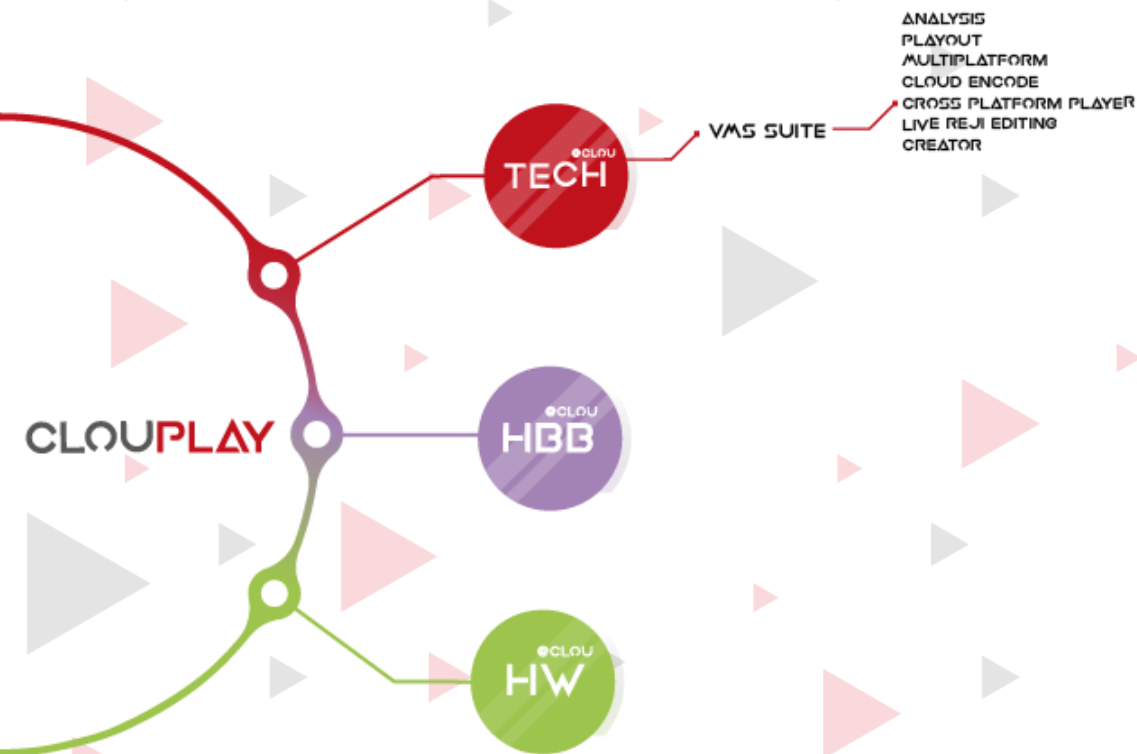


Do you want a SOLUTION? Where you can;

- Use **ANY** operating system while you work and manage your own Live & VOD video experience?
- Share your video with **ALL** the Platforms, including Social, Broadcast, Cable TV, PayTv/OTT, Mobile, IPTV, HBBTv Platforms?
- See real time analysis and rating data which is gathered from **ALL** the platform?
- Within a click, Reach a **Store** where you can have access to a enriched library of videos and be able to add them to you playlist?
- Able to use an encoding technology that runs **x20 faster** than what is so far available out there?

And many more useful futures that will boost your Video experience.

We made them available for you at a Single Platform “**CLOUPLAY**”



Analysis & Rating

Access all the Analysis & Rating datas gathered from all the platforms. (HBBTv/Web/Mobile/IPTv/Cable Tv)

Playout

Manage your Live & VOD broadcast, create your playlists. Accessible through all the devices using any operating system.

Multi-Platform

Through a single access interface get connected to all of the video platforms and share your content.

Cloud Encode

Get your access to 20 times faster encoding for your Live & VOD content with our over the Cloud solution.(Patented)

Cross Platform Player

High quality and secure Video Management Player providing a single access point to all the platforms.

Live Reji Editing

Edit & Manage your Live broadcasts securely with our Live Reji Player. Fast, Secure and full of features to make everything more simple.

Creator

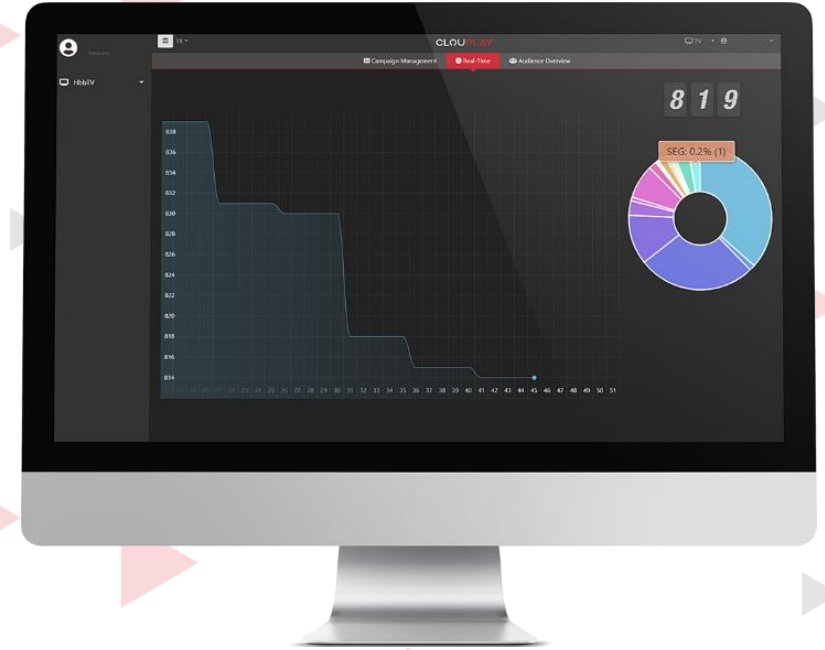
End- to- End video management solution. Manage, produce & distribute your videos.

Analysis & Rating

Receive the upmost support through our Analysis & Rating tools for your customized video experiences. Live video management, broadcasting and various other tools will enable your experience to be at a new level.

You will have access to rating data's from all the platforms including HBBTv, Satellite Tv, Web and Mobile.

With real time data provided through our Analysis & Rating tool, you will have the front seat and be able to take preferred actions to increase the efficiency of your work's outcome.



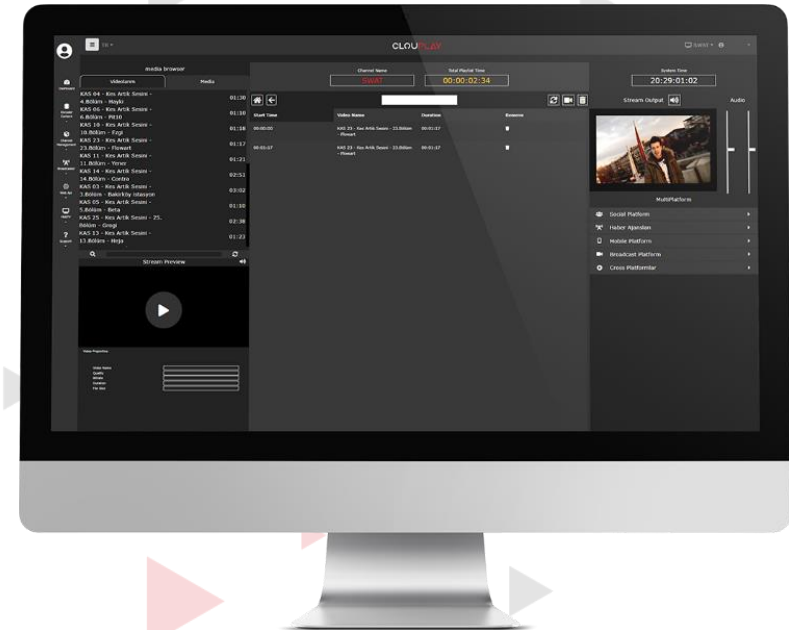
While managing your channel, you can create playlists for both Live Broadcast and VOD offline. Simultaneously you can work from your local access point or simply by using the cloud, and for both you don't need to worry about any incompatibility issues as our solution works with all the operating systems.

Second by second you can create your daily/weekly playlists and share them with all the platforms through our Multi Platform service, using our EPG service you can share your broadcast stream with all the platforms simultaneously.

Playout interface comes with a rich content pool which you can easily access and be able add to your playlist

In between the videos you can add ads and share this stream at multi platforms such as Facebook, Youtube and Periscope

- Compatible with all the operating systems
- Share your work with all the platforms
(HBBTV/TV/WEB/Mobil)

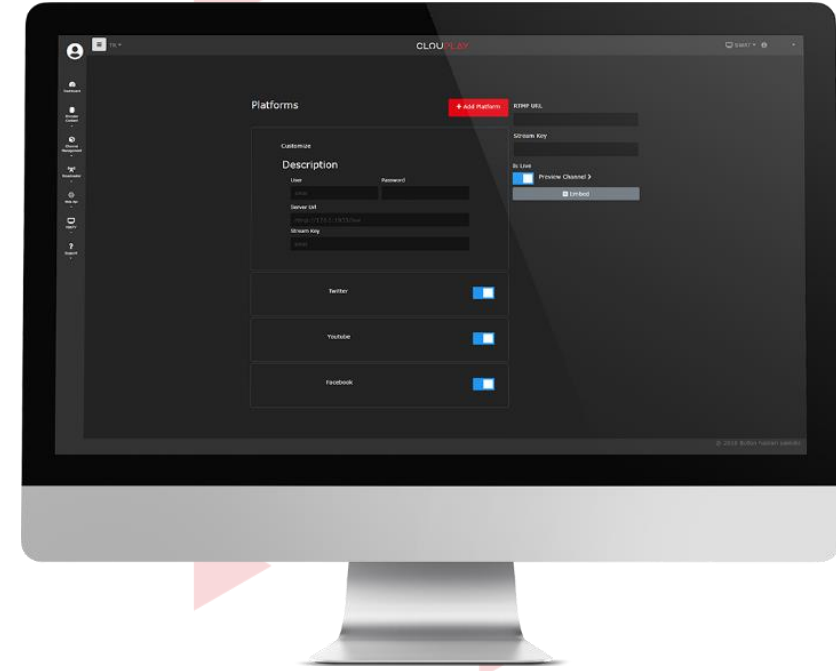


Multi- Platform



Single solution to reach ALL the Platforms!!!

No need to go through various procedures and developments spending your time & money to get your work in all the platforms. With our new Multi Platform service you can share your videos in all the platforms through a single interface...



Social Media Platforms	LIVE
Broadcast Platform	
TV Platform	
News Agencies	
PAYTV/OTT Platforms	
Mobile Platforms	
IPTV Platforms	

Cloud Encode



You can use our Patented solution simultaneously for your works either through the cloud or local access.

While being able to encode your Live and VOD videos at an incredible speed you can also benefit up to %60 with its cost efficient structure.

With the advantage to complete your work at a high speed, it is more simple for you to create your own interactive video marketing platform, to set up your own channel and Live broadcast.

You can encrypt your broadcast and create a pay & watch service to capitalize on your work.



Cloud



Fast

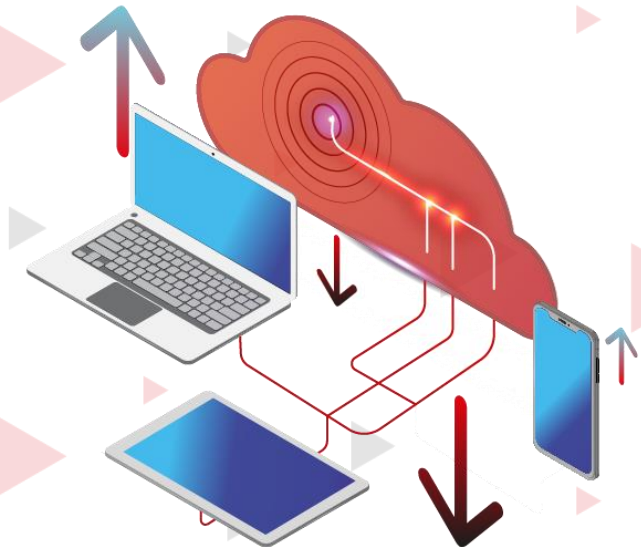


Secure



Cost
Efficient

- All private profiles within the range of 144p to 4k
- Reachable from all the operating systems & web browsers
- DRM/60Fps/4K support & integration
- MpegDASH/HLS and HBBTV support
- Updated Codec support (Hecv/VP9/AV1)
- Supports all video formats



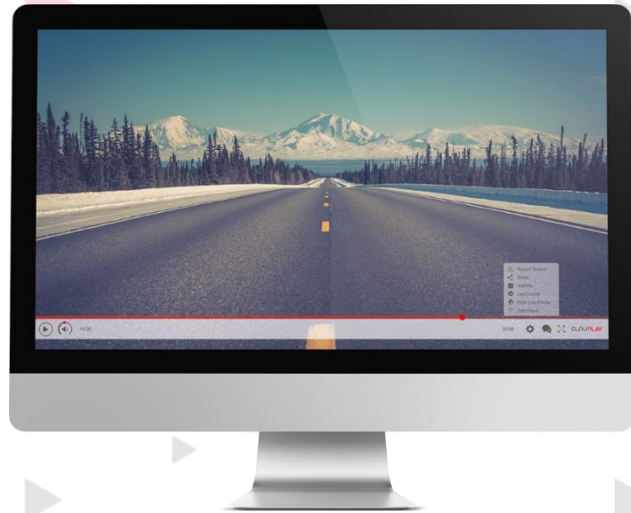
Cross Platform Player



Cross Platform solution enables you to share your broadcast from a SINGLE panel to ALL the platforms seamlessly. (Mobil, Web, HBB Tv ve Smart Tv)

Uncompromisingly from the speed to execute and high quality output of your works Cross Platform Player comes with a unique feature of being compatible with ALL the operating systems of your choice.

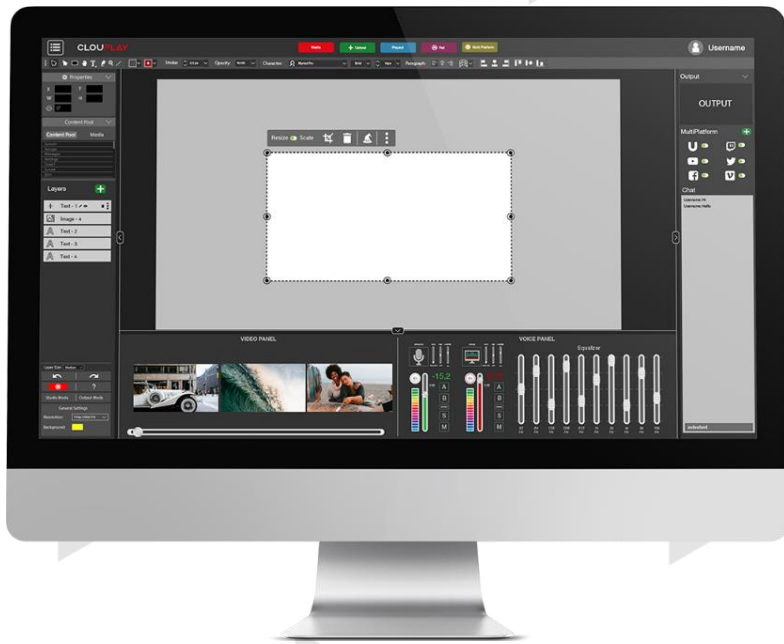
You can enjoy Cross Platform Player for all your works as it supports all the standard formats including DASH, HLS, HDS and MP4.



- Interactivity. Audience can participate in your survey
- Customizable structure. (Logo/Branding/Color etc)
- Supports all the video codec formats
- DRM/60Fps/4K support & integration
- Instant Chat integration
- Store integration for your purchases
- User data entry access
- Audience can choose the content to interact and be diverted accordingly of her choice of scenario.
- Trim & Crop any part of a video and Share at any social media platform
- MpegDASH/HLS and HBBTV support

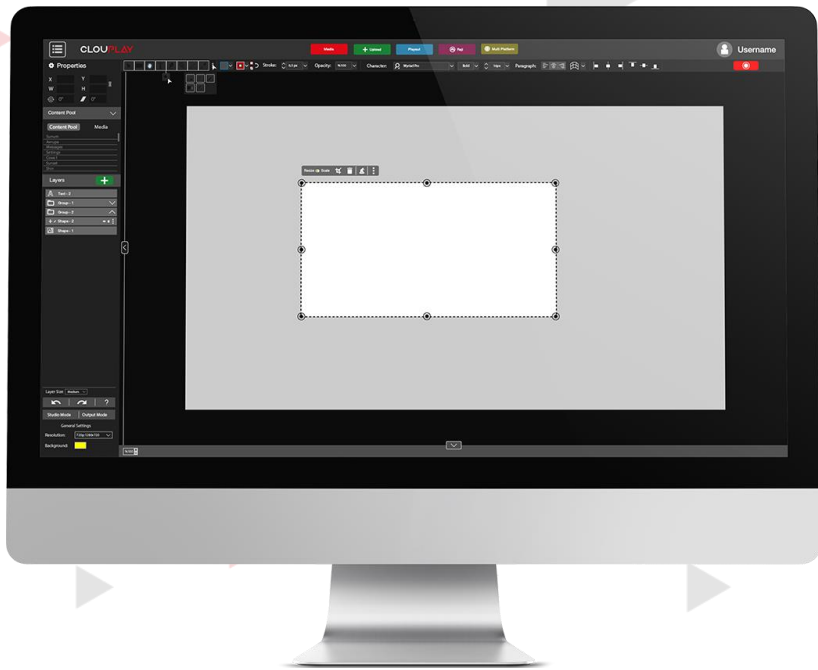
Montage & Manage your Live broadcast.

With the Live Reji Editing service you can have the montage ability with your existing content pool and work instantly with the feeds from your Live Cameras and microphones. Our service supports up to 4K standards.

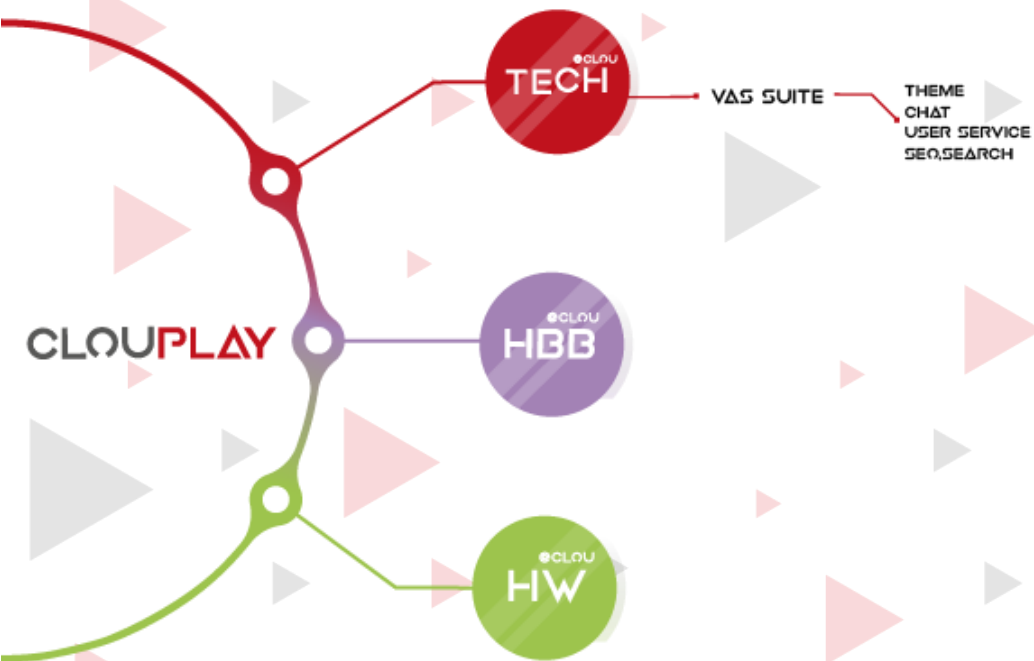


- Live camera feed entry.
- RTMP/RTSP sources can be defined
- Divisible touch screen
- Design your live stream and playlists using both Live and VOD content.
- Create & Add Logo, subtitle or various animation.
- High speed editing with no rendering.
- Manage your Live broadcast from ANY web explorer.
- Trim & Extract scenes from 160p'den 2K quality
- Work with your team simultaneously on the same project.
- Media Store access for thousands of contents

Creator comes with a seamless architecture specifically designed to meet the requirements for Video Production, Management and Distribution. Our End-to-End solution combines speed, efficiency and high quality outcome at a simple user friendly interface.



- Reach all your content from any operating system and web browser of your choice
- Work with your team simultaneously on the same project
- Work in Layers for all your voice and video contents
- Trim & Extract scenes from 160p'den 2K quality
- Design Vertical/Horizontal screens with the editor service



Theme

Hundreds of themes from our Store at your fingertips for your use

Chat

Instantly add a Chat feature and manage all your social media chats from a single window.

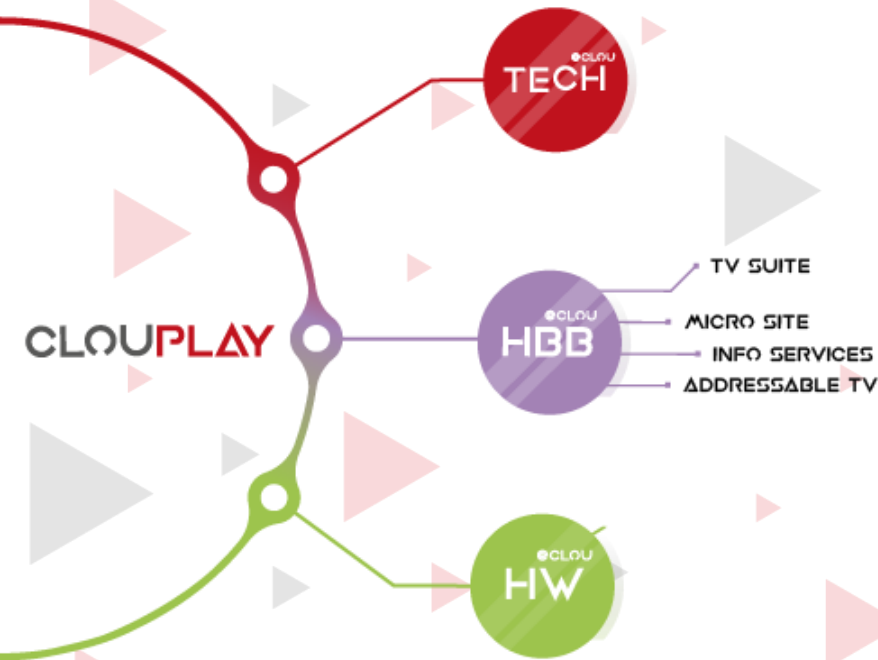
User Service

Manage membership, comment and like services.

Seo, Search

Offer Search service to your audience. Add subtitle, header and key word search features to your Live and VOD stream.

Our Patented solution for HBBTv supported Smart Tv's and Satellite receivers with access to internet. Enabling you to manage inclusionary online services.



TV Suite

Design instant surveys, ballots and Q&A modules

MICRO SITE

Get your access to VOD content from any web browser. Define paid VOD services and leverage your revenue managing adds in your stream.

INFO SERVICES

Design your stream, weather information, stock market feeds and HTML 5 games accordingly with the audience, based on location, gender and demographic information

ADRESSABLE TV

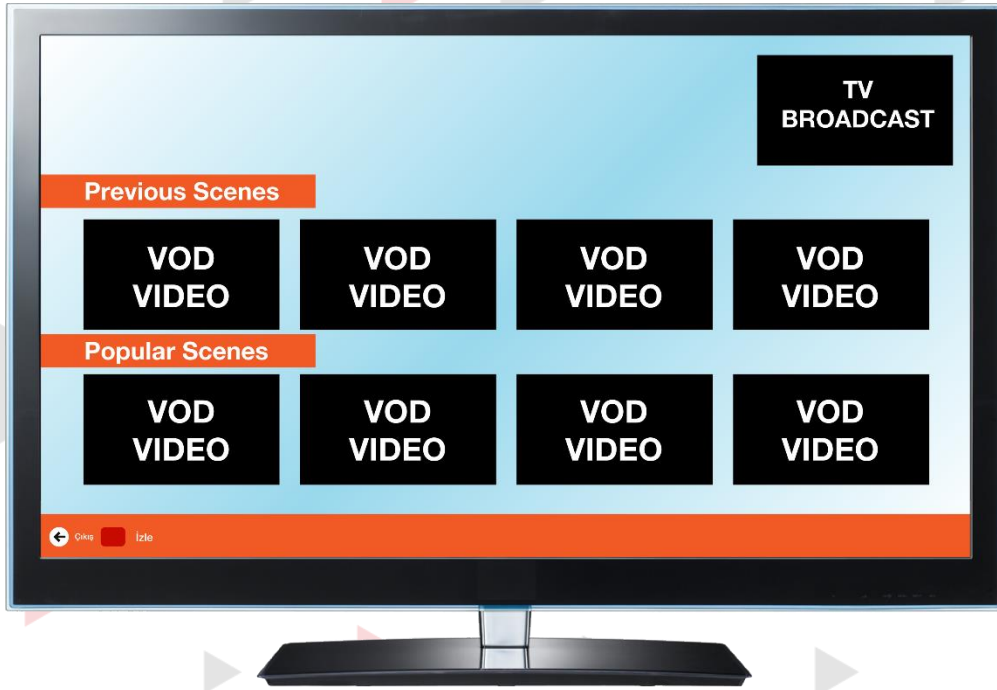
Your access to customized interactive adds at TV programs.

TV Suite

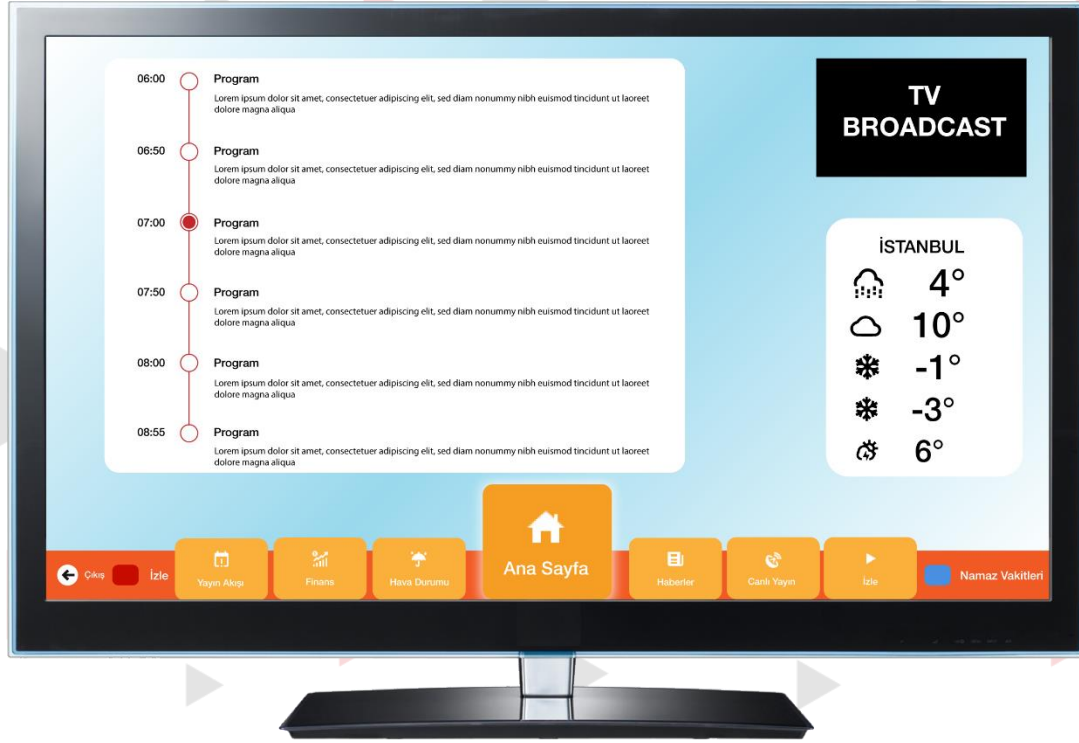
Enables you to design instant surveys, ballots and Q&A modules, providing you a platform for an enhanced interactivity with the audience.



Get your access to VOD content from any web browser. Define paid VOD services and leverage your revenue through managing adds to your VOD stream.



Design your stream, weather information, stock market feeds and HTML 5 games accordingly with the audience, based on location, gender and demographic information



TV BROADCAST

+



ONLINE TECHNOLOGY

=



INFO SERVICES

Addressable TV

Customized, interactive adds can be placed into your TV programs.

You can manage the timing of the add and have control over analysis and rating data's simultaneously. With this capability you can have more control over your cost on adds and increase the efficiency through targeted marketing.

Age, gender, location data's within the relevant time frames are all provided to you to make the most efficient campaigns.



Fast



Target Marketing



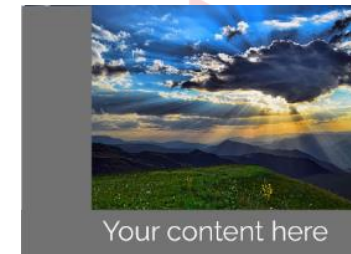
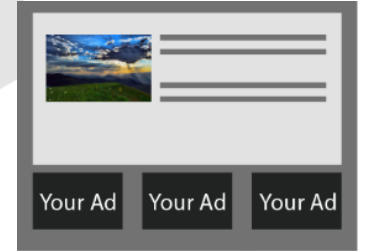
Integrated

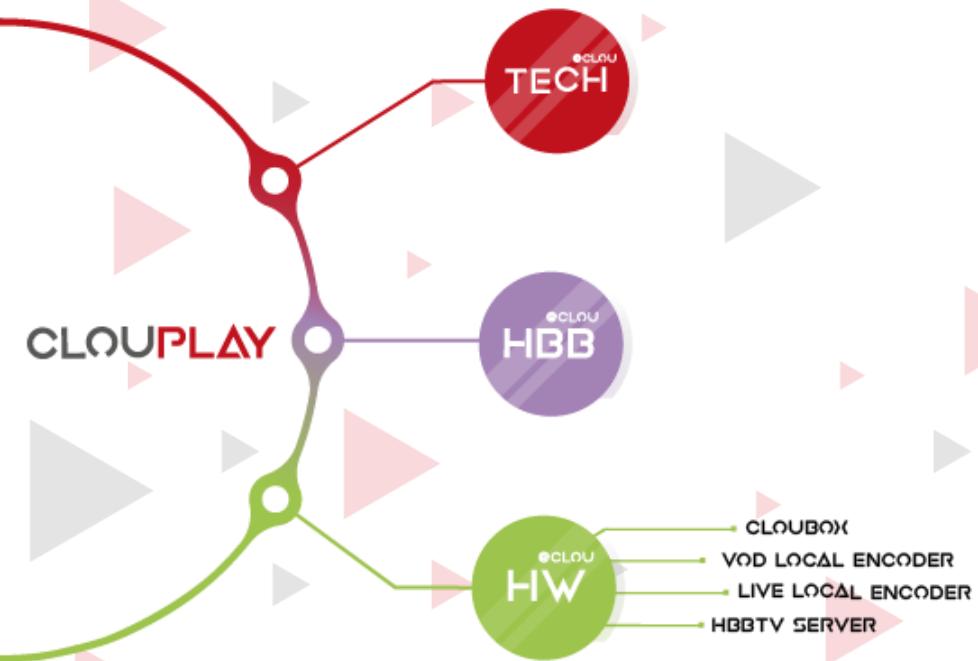


Efficient



Analysis





CLOU BOX

Portable, touchscreen Reji Control System using cloud technology.

VOD LOCAL ENCODER

Patented VOD Encoder using cloud technology. Enabling you to complete your work at x20 faster.

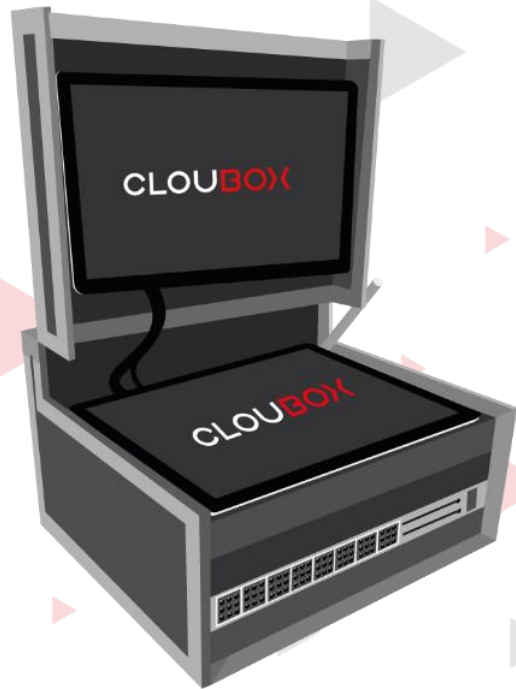
LIVE LOCAL ENCODER

Patented Live Encoder uses cloud technology. Providing x20 faster encoding for your Live broadcast and access to Multi Platforms.

HBB TV SERVER

Manage ClouHBB services through VMS Panel interface from your Tv's data center.

Portable, Touchscreen Reji Control System working over the cloud. ClouBox enables you to Live Broadcast at any place and broadcast to all the platforms and channels.



Live Broadcast



Using cloud technology, live broadcast at anytime from anywhere.

VOD Access



Manage VOD Content with Your Live Broadcast.

Multi-Platform



Single Solution to Reach ALL the Platforms.

Playlist



Manage Your Channel, Create Playlists for Both Live & VOD Broadcast

Creator



Video Production, Management and Distribution.

Live Reji Editing



Montage & Manage Your Live Broadcast up to 4K

3X SDI + 3X HDMI Input



Connect up to 6 cameras.

Design Your Screen



Divide & Design your screen up to 10 personalized Windows.

USB Storage



Easy access to external content.

Audio Channel Input



Up to 8 audio channel input

Audio Mixer



Multiple Channel Audio Processing

Multi Screen Support



Manage Multi Screens Through a Single Touch Screen

VOD Local Encoder



Unequaled encoding speed provides the ideal environment for your VOD content. Now, setting up an interactive marketing platform or a channel of your own is at its simplest & fastest form.

Our powerful Patented VOD Encoder using cloud technology introduces a seamless, scalable experience with a recognizable cost efficient structure.

- ▶ Simultaneously uses GPU and CPU power to extract profiles in between 144p to 4k
- ▶ Supports all formats (MP4, H.264, AAC)
- ▶ All private profiles within the range of 144p to 4k
- ▶ Reachable from all the operating systems & web browsers
- ▶ DRM/60Fps/4K support and integration
- ▶ MpegDASH/HLS and HBBTV support
- ▶ Updated Codec support (Hevc/VP9/AV1)
- ▶ Supports all video formats



Live Local Encoder



Experience the speed that will allow you to work at a 20 times faster encoding environment. You can Live Broadcast, create your own channel and own an interactive video marketing platform at the simplest and fastest way possible.

Access through the web and drive your operations through everywhere.

Faster encoding through our Patented hardware will also provide you a recognizable cost advantage on your regular operations for VOD and Live contents.

- SDI, HD-SDI video input and loop out HEVC (H.265) or H.264 coding Unicast,
- Produce HD and SD stream through synchronous Multicast feature.
- HDMI – SDI and IP outs. Compatible with most of the CDN and Live Streaming services.
- HD-SDI or SD-SDI digital video 4K – 2K – 1080p input, SDI – HDMI outs.



HBB TV Server



Manage ClouHBB services through VMS Panel interface from your Tv's data center

Compatible with desktop and mobile interfaces, you can have access for a HBB Management Panel where you can drive all your text, visual, voice and video content templates.

- Access to your content from any web browser
- Work with your team simultaneously on the same project
- Work in Layer & Screen mode in your projects
- Design horizontal/vertical screens.
- Create & Add Logo, subtitle or various animation.
- ClouStore access to thousands of contents
- Optional output structure. ASI HBBTv Server IP HBBTv Server.



Solutions For...

Technology and innovation usage in our daily life is only limited to our dreams. We all seek ways to use our time more effectively while walking along the path to follow our dreams for better results. And to motivate ourselves, we look for scalable grounds so that we can improve ourselves along the way.

For this purpose, we created our solutions to fulfil your needs while providing you the grounds to enhance your present environment for better results.

BROADCASTING COMPANIES

ENTERPRISES

EDUCATION

INTERACTIVE SCREENS

DEVELOPER

If you have your own Tv channel or would like to set up one, ClouPlay offers you all the tools to manage and provides the required Hardware & Software tools through a seamless and powerful fully integrated platform.

- ✓ Work on a fully integrated platform where you can have access to Digital Platform, HBBTv and Live Broadcast services at the same time.
- ✓ You can offer an interactive broadcast structure
- ✓ Instantly share the content of your WebTv, MobilTv, HbbTv and Live Broadcast with all the Social Media platforms
- ✓ You can create Platforms, Channels and ve OTT / Pay Tv structures where you can promote your content



Fast



**Cost
Efficient**



Interactive



**Target
Marketing**



Multi Platform



Integrated



Efficient

We support your digital transformation. Live & VOD Videos can be used more effectively during our daily life's. Empowering your corporate's communication internally & externally. Today, you can utilize HBBTv, WebTv and MobilTv platforms in the same way you use social media platforms to interact.

Imagine a work environment Where;

- ✓ You can provide educational/informative videos. **Cost Efficiency/ Reachability/ Centralized Management**
- ✓ You can increase the loyalty of your employees through an efficient interactive platform where they can share contents and manage team projects. **Loyalty/ Interactivity/ Efficiency/ Self Development**
- ✓ You can manage your Brands through videos. **Scalability/Customization/ Optimization/ Interactivity/Increased Revenue/Managed through a Single Platform**
- ✓ You can manage all your Digital Screens through a single platform. **Central Operation/Scalability/Efficiency/Interactivity**
- ✓ You can create "welcome" videos for the new members of your team providing all the How's, To Do's and more importantly information in regards to your corporate culture. **Easy integration/ Efficient/Time Saving**
- ✓ You can empower your Sales & Marketing teams to design & manage campaigns in multi-platforms. **Scalability/Customization/ Optimization/ Interactivity/Increased Reachability/Managed through a Single Platform**
- ✓ Your customers can reach and get the support & training through a single platform. **Interactivity/ Scalability/Efficiency**

Don't imagine...Act & Reach Out & Manage your goals for a better work environment with ClouPlay Solutions...

LMS (Learning Management System) brings many advantages to the existing traditional structure. It offers more than pre-recorded videos for lectures. Through the increased effect of digitalization in our daily life's, Clouplay Solutions offers the opportunity to redefine the internal & external communication structure to be more interactive and efficient.

- ✓ Informative & Educational videos for a broader audience, **Reachable/ Efficient**
- ✓ Video platform for your tests and quizzes, **Central Management/ Optimized/ Cost Efficient**
- ✓ Reach out. Let your events and developments acknowledged by the audience outside the campus, **Reachable/ Scalable**
- ✓ Interactive educational videos designed to match the variations of the content flow triggered by the audience, **Interactive/ Personal/ Efficient/ Reachable**
- ✓ Increased interactivity among the educators, efficient project/idea sharing for better outcomes, **Team Work/ Interactive/ Scalable/ Reachable**
- ✓ Designed private lectures, reachable 24/7, **Accessible/ Sustainable/ Customized/ Efficient**
- ✓ Main communication channel for the Administration and Dean's office, **Efficient/ Scalable/ Wider Audience/ Interactive/ Cost Efficient**
- ✓ Art & Sports events to go beyond the campus, **Wider Audience/ Informative/ Multi Platform reach/ Central Management/ Revenue Modeling**
- ✓ Live Stream capability, **Multi Platform access/ Revenue Modeling/ Interactive**
- ✓ Manage all your social media platforms from a single access point, **Optimized/ Management Ease/ Controllable/ Secure**

and many more advantages gathered in a Single Platform.

Act & React fast while increasing your efficiency with the ClouPlay HTML based Interactive Screens solution. Enabling you to work on a single platform managing interactive solutions to run on closed loop systems placed at Hospitals, Airports, Shopping Centers, Hotels and Outdoors.

- ✓ Be Flexible & Fast through the HTML based structure
- ✓ Upload your content in milliseconds and work synchronous
- ✓ Manage & Edit content to your indoor & outdoor screens remotely
- ✓ Central campaign management interface
- ✓ Target your audience and interact
- ✓ Get your access with the analytic tools to create instant and targeted campaigns to increase efficiency
- ✓ Interaction with the mobile phones through QR Code
- ✓ Listen to your private voice enabled informative messages through QR Code interactivity



Cost
Efficient



Secure



Fast



Target
Marketing



Interactive



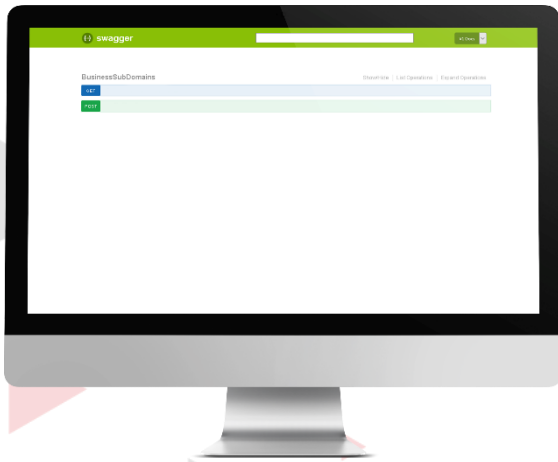
Efficient



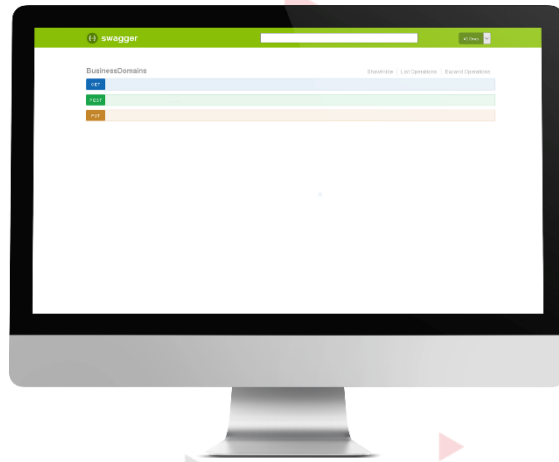
Integrated

We provide flexibility for all the Developers through our API's
Increase your scope, get access to Personalization and Integration.

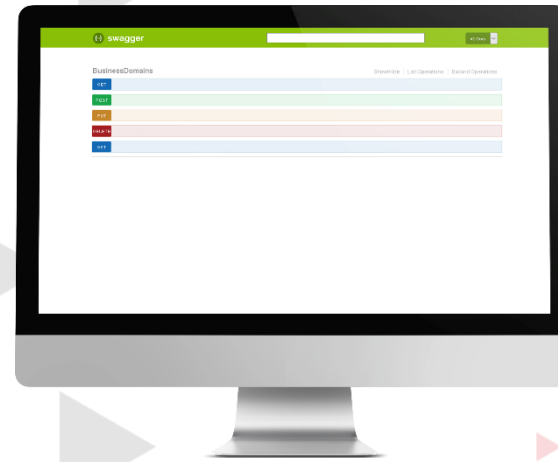
Encode API



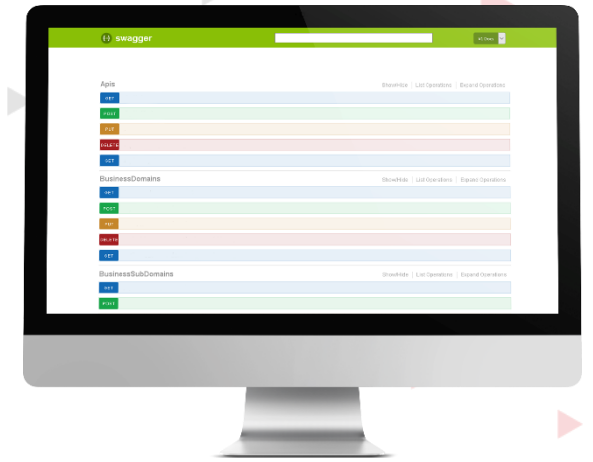
Player API



Live VMS API



VOD VMS API



Up Until Today...

%100 Success – Received **6 Patents**

İTÜ Arı Teknokent “**Most Patent Holder StartUp Company**”

Tübitak and Kadem “**Most Innovative Entrepreneur Woman**” of the year

1st Future's Footsteps Summit; “1st 1.000 days Summit” **1st Social Media Multi Platform Broadcast**” Facebook, Twitter, YouNow, Periscope, Youtube

UN Women's Status Commission 60th Session, KADEM Women in Innovation, “**Most Innovative Business Woman**” Presentation & Speech in New York

BEETECH: “**1st Place. Intellectual Property Rights Among StartUps**”

13. SME Summit: “**1st Live Broadcast**”

Social Media “**Live Broadcast**”: Pitcher 2017

WebRazzi “Demo Day” – ClouPlay Solutions

2. LOJİ&TED Conference: **Multi Platform Live Broadcast**, Facebook, Twitter, YouNow, Periscope, YouTube

2nd Future's Footsteps Summit; “1st 1.000 days **” Social Media Multi Platform Broadcast**” Facebook, Twitter, YouNow, Periscope, Youtube

Invest Istanbul “**London Demo Day**” International recognition of our product portfolio

3rd Future's Footsteps Summit; “1st 1.000 days **” Social Media Multi Platform Broadcast**” Facebook, Twitter, YouNow, Periscope, Youtube

2016

2017

2018

2019

Our References

amazon



SONY

DELL

Garanti

Akamai

Microsoft

Panasonic

radore

DestekFX

hp



ITUARI
TEKNOKENT



crowd
UP

İGALATA
BUSINESS
TANGELST

SAMSUNG

360
CNP

indir.com

TÜBİTAK
MARTEK

SANLAB
SIMULATION

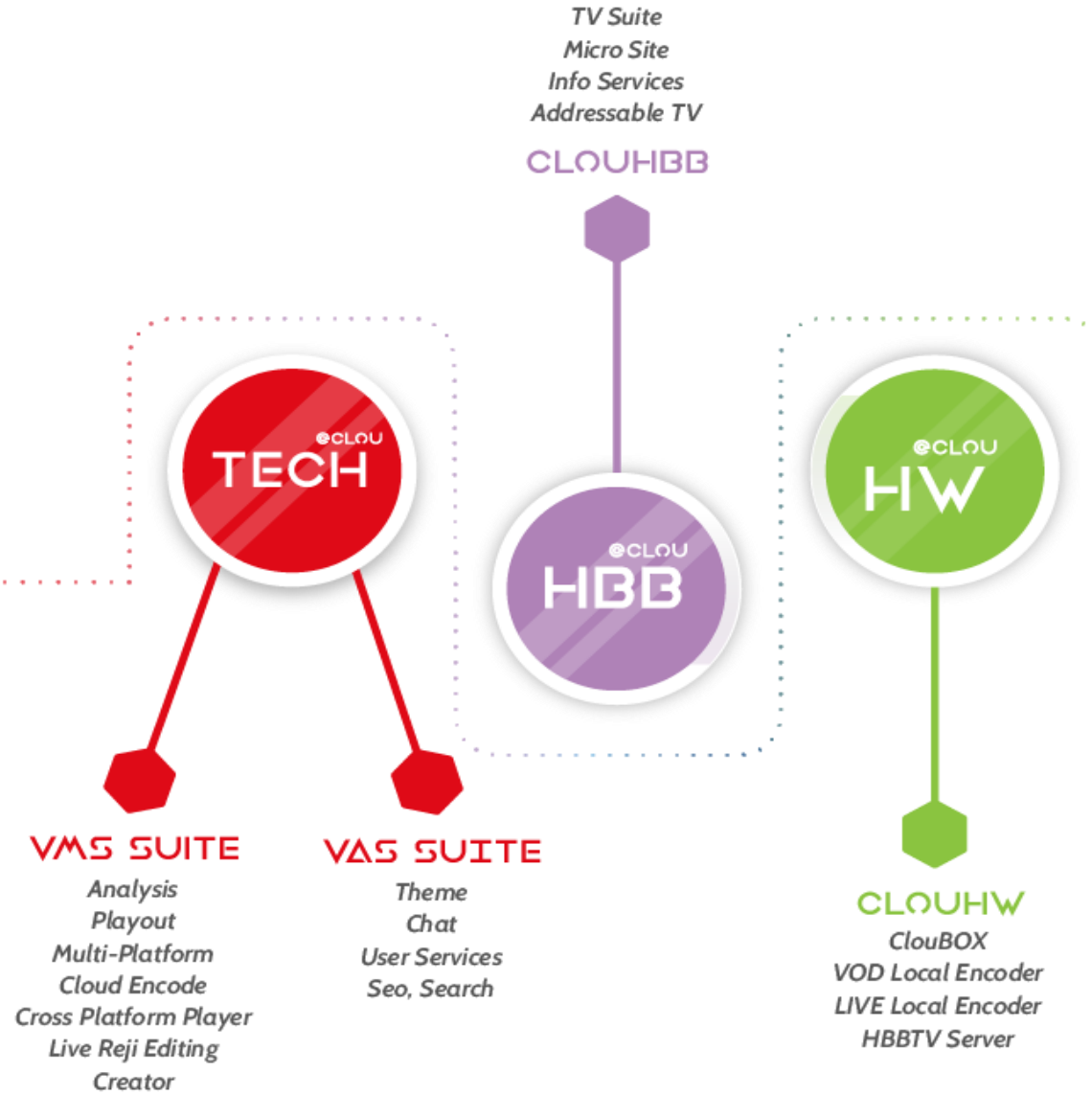
TOSYÖV

BEE TECH
2015

KOSGEB

GELECEĞİN
AYAK IZLARI

CLOUPLAY



**For Simple, Fast & Seamless
Media & Video Experience**

THANK YOU...