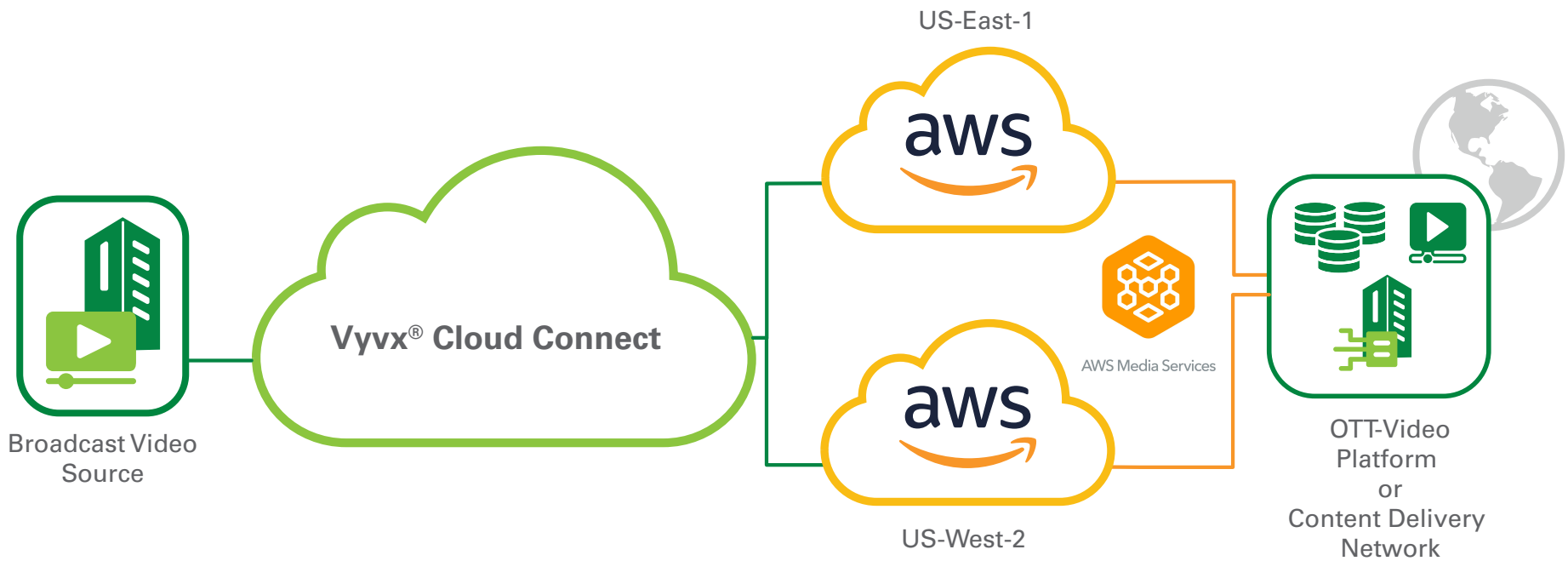


Vyvx[®] Cloud Connect

Broadcasters can choose to purchase connections to both AWS West and East to provide geographic redundancy.



Live or pre-recorded TV content is acquired directly from the content provider's broadcast media center

Vyvx's fiber-based broadcast network distributes the content from the acquisition point to the Amazon Web Services (AWS) Direct Connect site.

Once in the AWS cloud, customers manage their pre-determined media services, which commonly include encoding, dynamic ad insertion and transcoding.

The video source is then sent to OTT-video platform providers and/or content delivery networks (CDNs) for regional or global delivery to end-users.