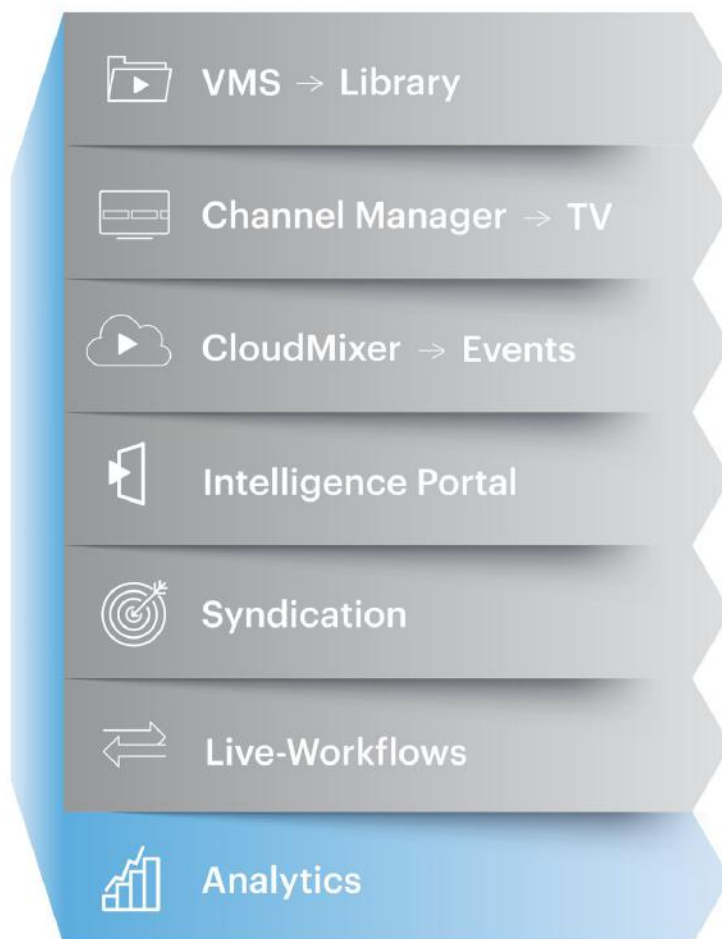


IO CONNECT PLATFORM OVERVIEW



iO Connect is an integrated, single-tenant, cloud native enterprise video platform-as-a-service that includes the following capabilities:



Corporate TV



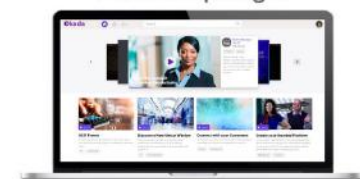
Events



Landing Page



Product Spotlight



Analytics



1

VIDEO MANAGEMENT SYSTEM

The iO Connect Library enables the global aggregation of disparate video sources for the entire enterprise. The iO Connect Library is a video management system (VMS) where organizations can upload, normalize, encode, and catalog video assets for company-wide accessibility and simplified clip, edit, and search, as well as the creation closed captions/subtitles and translations. The VMS becomes the *single-source-of-truth* for video and therefore is the core of the iO Connect Platform. All iOiO modules are integrated with the VMS.

VMS Capabilities:

- Single-Tenant
- Host and deliver all video to a web-enabled presence
- Encode for distribution to web-enabled devices
- Closed Caption/subtitle creation
- Closed Caption/subtitle translation to 41 different languages
- Encoding, custom metadata curation, and clipping
- Includes multi-global CDN, with guaranteed playback quality and high speed
- Test and document APIs with ease - <https://developers.ioio.tv>

The screenshot displays the iO Connect VMS interface. On the left, a sidebar contains navigation links: Home, Video, Playlists, Recordings, and Pages. The main content area shows a video player with a woman speaking. To the right of the video, there is a search bar and a list of video assets. A blue callout box points to the video player with the text: "Video transcription on the selected languages." Below the video player, there is a section for "2019 Women of Worth Nominee - Ni'cola Mitchell" with 32 views and a date of May 05, 2021. A second video player shows a woman speaking with French subtitles. A blue callout box points to this video with the text: "Subtitles and translation in real-time." In the bottom left corner, there is a logo for "VMS iO connect".



2

CHANNEL MANAGER

The Channel Manager allows our customers to build-out an Electronic Programming Guide (EPG) for Linear TV. The Channel Manager can be used to program both VOD and Live Channels. Channels can be created for both internal and external consumption.

Channel Manager Capabilities:

- Electronic Programming Guide for branded TV (CCTV looping)
- Monetization and ad insertion (SSAI) - <https://developers.ioio.tv>



Example of Harley Davidson TV

<https://tv.harley-davidson.com/>



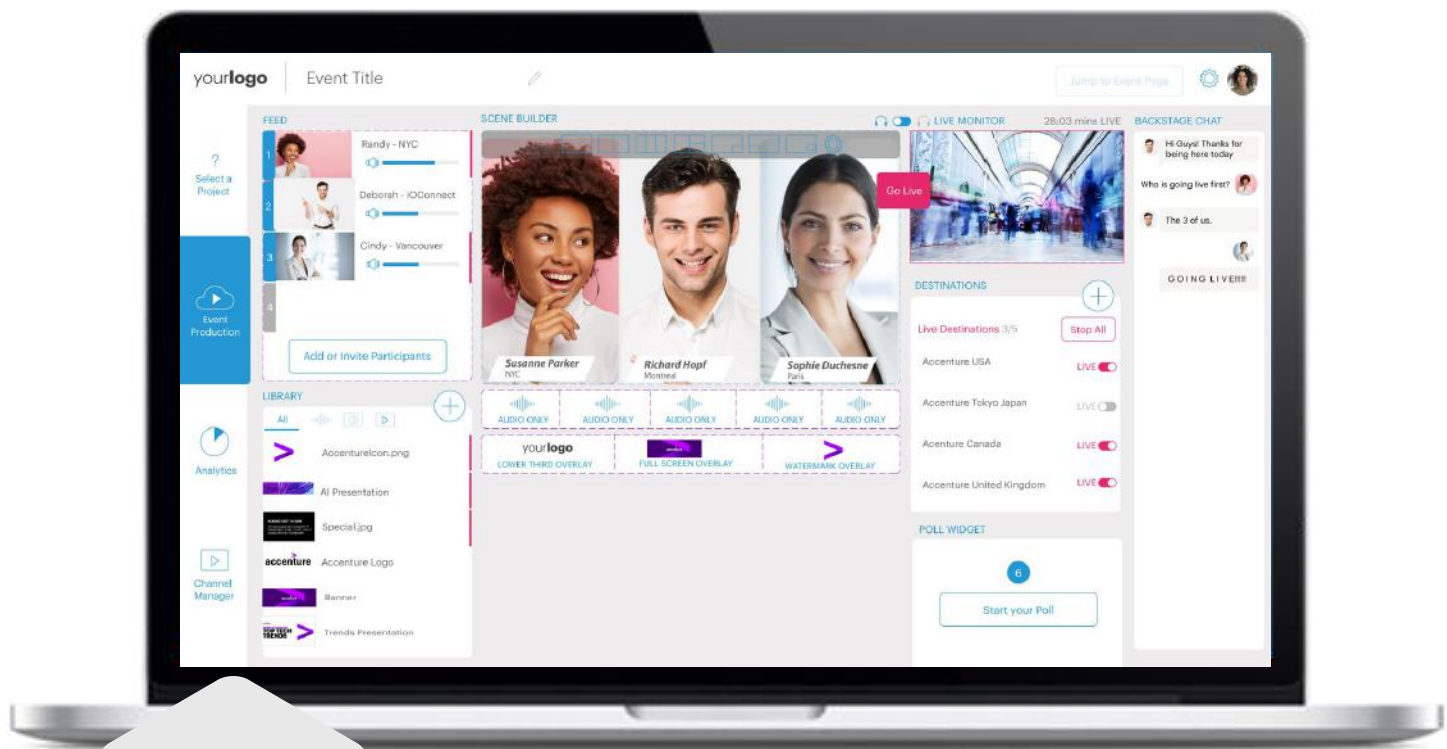
3

CLouDMIXER

The CloudMixer is a tool for producing broadcast-quality video events. It has been streamlined for non-technical business users to manage video events, eliminating the need for expensive production resources.

Features:

- Manage executives, sales directors, expert panelists, and any other presenters with a production-grade interface
- Unsurpassed video quality; high definition, ultra-low latency (<2 seconds) video streaming provides a premium environment for the Boomi brand
- Poll (Q&A), chat, survey, CTA, and related content and resource distribution within event experience
- Customized Boomi brand experience
- No attendee limit and no pay-per-attendee registration
- HD (1080p); ultra-low latency (sub 2 seconds)



CloudMixer
iOconnect

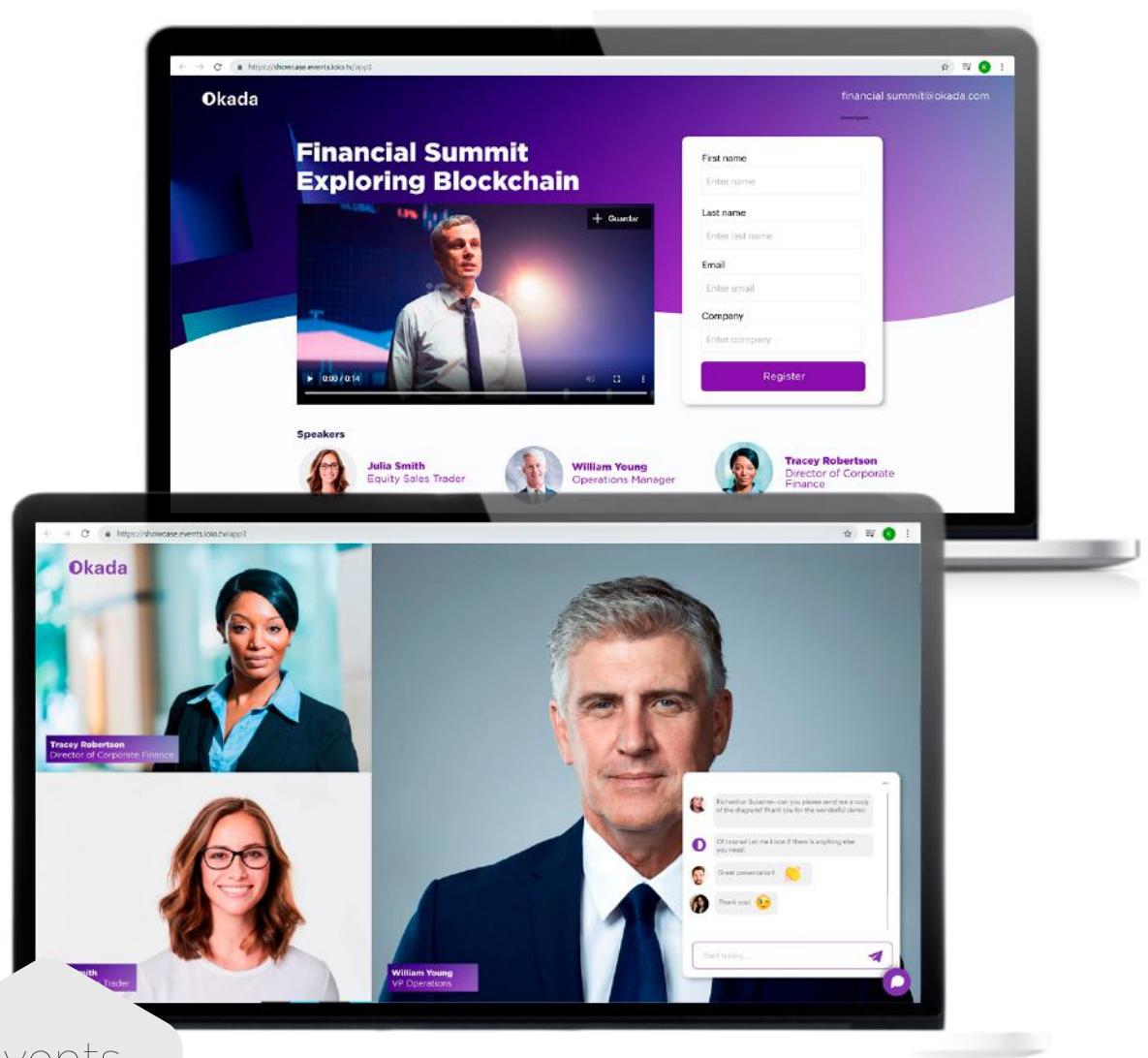


3A **EVENTS PORTAL**

The Events Portal is a branded, persistent GUI that is built for our customers to host an unlimited number of events.

Features:

- QR code redirect
- Overlays, lower-thirds, and custom graphic packages available via services engagement
- Attendee registration system
- Engagement analytics

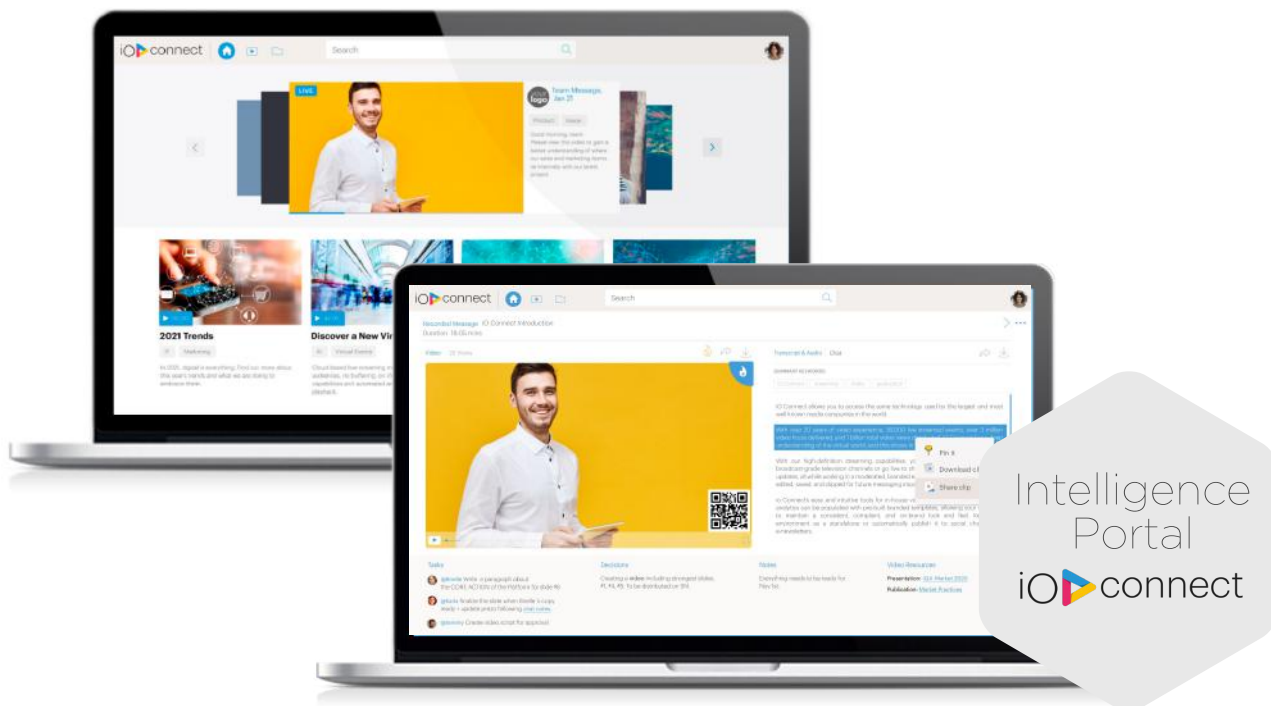


Events
Portal
ioconnect



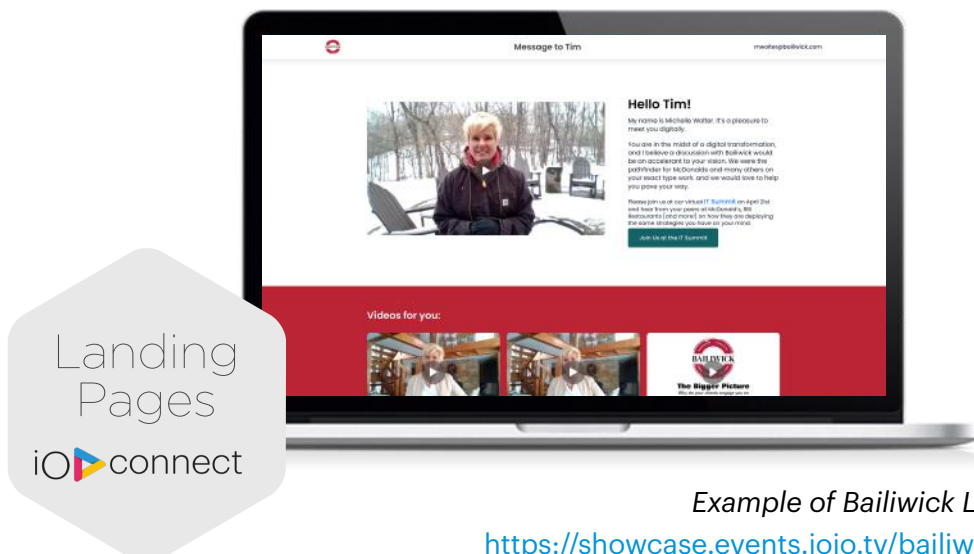
4 INTELLIGENCE PORTAL

The Intelligence Portal is an internally-facing video portal that allows viewing and sharing access to videos in the VMS. This service is beneficial to business users, because it removes the need to access the VMS in order to search, clip, and share video content to those inside and outside of the organization. The Intelligence Portal has a robust search engine that allows users to search video metadata and speech-to-text transcripts.



4B LANDING PAGES

Landing pages are a series of customized web templates that are used to send video mail and may contain multiple calls-to-action (CTAs). Users have the option to self-record video, upload video, or select videos from within the VMS.



Example of Bailiwick Landing Page

<https://showcase.events.ioio.tv/bailiwick/hello-tim>

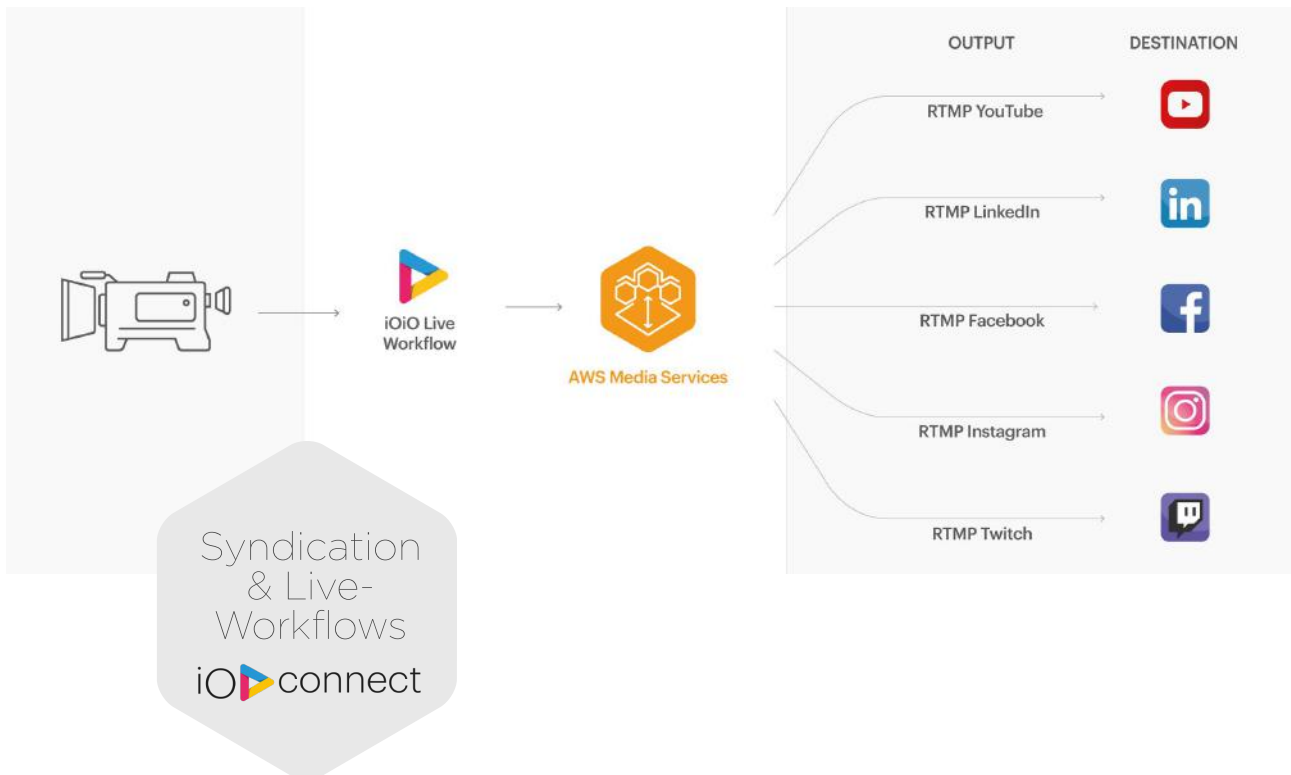


5 SYNDICATION

iO Connect automates the syndication of content to any third-party or social media outlet. Native to the platform are Workflow Builders that create Blueprints for many different functions. Syndication is just one of many automated Workflows.

6 LIVE-WORKFLOWS (BLUEPRINTS)

iO Connect has a built-in Workflow Engine that enables our customers to define the sequence of steps involved in moving from the beginning to the end of a live working process. Blueprints are a custom-build, or best practice, workflow for a group of workflows. Blueprints serve as a template which can be automated and replicated with a simple RESTful API or through the iOiO Developer Console. Our Blueprints, developed by our experienced video engineers, ensure that your workflow(s) run flawlessly.



7 ANALYTICS ACROSS THE ENTIRE PLATFORM

iO Connect uses a combination of page data and video data tracking to roll-up a variety of interactive reports to view analytics data. Any video that resides in the Library can be tracked for view engagement. Any page created can also be tracked for engagement performance and drop-off. Views, CTAs, geography, and video engagement will be tracked at the 25%, 50%, 75% and 100% marks.

The iO Connect analytics dashboard is available for every customer. It is important to note the difference between video usage analytics, and behavioral analytics. Currently, iO Connect is using Google Analytics for behavioral usage, funnel tracking, and web application tracking. Every iO Connect organization is provided a GA sub account.

The video analytics provides consumption insights for VOD, Linear Channels and live watch duration by individual asset IDs. This also includes completion rate, unique views, rank content by most watched, per geography/device/channel/date, and more.

