BITGRAVITY™

OUR MISSION

BitGravity's mission is to transform communications, broadcasts, and collaboration through innovative, high-definition video services over the Internet.

To realize this vision, we developed the entire stack of technology behind our global network, including applications that take advantage of the network to deliver superior customer experiences.

Additionally, we strive to make our products and services affordable and easy-to-use so organizations big and small can offer engaging high-definition experiences to their end-users.

AFFORDABLE, ENGAGING HIGH-DEFINITION EXPERIENCES FOR ORGANIZATIONS BIG AND SMALL

BitGravity is redefining the application of video by making it possible for organizations of all sizes to affordably and easily deliver engaging, high-definition experiences over the Internet. Delivering broadcast-quality video on demand and live streams has been too costly and complex for the majority of businesses, eliminating its utility as a commercial application.

With BitGravity, the affordability of our products is a primary directive. BitGravity delivers HD video that exceeds current standards for end-user experiences at prices that are affordable to organizations big and small. With BitGravity, upfront costs, if any, are negligible and setup is simple, lowering the barriers so that video on demand and live streaming for media and communications can become pervasive over the Internet.

Hundreds of media companies, Web publishers, and enterprises already rely on BitGravity to deliver their HD experiences over the Internet. These same customers benefit from our industry-leading technology, expertise, ease-of-use, and customer care.

PROXY CACHE CDNS DISCRIMINATE AGAINST LESS POPULAR CONTENT

Despite the dramatic rise of on-demand video and live broadcasting online, a lack of innovation has enabled BitGravity to advance Internet video delivery and live broadcasting beyond the limitations of legacy networks.

Despite the vastly different properties between small objects and video, little has changed with delivery technologies since the first CDNs, which were specifically architected to deliver small objects.

Traditional proxy cache architectures are not designed for equitable Quality of Service since content is delivered based on its overall popularity. These legacy architectures and their simple caching algorithms constantly purge less popular content. Customers with hot content receive preferential treatment resulting in highly unpredictable performance and end-user experiences across their customer bases.

When content is purged from a proxy cache CDN, the object must be retrieved off the customer's origin. These cache misses degrade end-user experiences and increase customers' costs. As higher resolutions and encoding rates increase file sizes, these issues will be further compounded.

BITGRAVITY'S TECHNOLOGY LEADERSHIP

BitGravity was founded in early 2006 by technology pioneers who have made careers in advancing the Internet with their involvement in developing the first VOIP network, the first low-latency gaming network, and the first denial-of-service defensive network.

Underlying BitGravity services is the world's first and only storage and delivery platform architected specifically for high-quality video delivery. Our dense storage and delivery architecture combined with patent-pending technologies are at the core of our product offerings, ensuring high performance, scalability, reliability, and affordability for all our customers.

Customers' content is uploaded to origin servers and replicated to dense storage and delivery nodes. Most requests are served from these high-throughput content servers and dense storage arrays that are often located within the same rack. Unlike proxy cache CDNs, with BitGravity there are no cache misses to customers' origin servers. By delivering most requests from our storage and delivery nodes, and eliminating cache misses, the time to first byte and total transit time are reduced compared to proxy cache CDNs. The elimination of cache misses significantly reduces the total cost of video delivery. The result is that BitGravity affordably delivers video with a Quality of Service that did not exist before.

Starting with the right architectural foundation, BitGravity will continue to deliver scale, performance, efficiency, and experiences that outpace alternative solutions.

PRODUCTS

BitGravity's uniquely architected video storage and delivery network translates into superior products and services. BitGravity has continued to lead with the world's first HD video on demand product and the world's first standards-based HD live streaming product.

• BG VIDEO DELIVERY™

BG Video Delivery is the company's flagship product. By developing a highly efficient infrastructure for SD and HD video, interactive applications, and more, BG Video Delivery customers deliver TV-like experiences, simply and affordably, and without proprietary transcoding or client downloads.

With BG Video Delivery, you deliver vivid picture quality and have access to the most feature rich library of capabilities such as multi-bitrate, instant on, forward seeking, and robust security. For more advanced applications, BitGravity's Advanced Progressive APIs enable interactive applications that are engaging for your end-users.

• BG LIVE™

Since its launch in 2008, television networks and Web publishers have relied on BG Live to broadcast nightly news, political conventions, presidential speeches, and President Obama's inauguration.

BG Live is a standards-based live streaming solution that delivers Internet broadcasts at up to 1080i at 30 frames per second. End-users enjoy crisp, smooth streams that rival HD television, start instantly, and are only delayed a few seconds from the source.

Stream quality is optimized based on each person's connection and users can seek to any point in the streamed broadcast. BG Live is a Flash-based service, so no download is required for end users.

Most live broadcasting solutions for the Internet are difficult to implement, prohibitively expensive, and deliver sub-optimal end user experiences. BG Live takes just minutes to set up and limits startup costs to off-the-shelf hardware and bandwidth.

• BG REPLICATED ORIGIN

BG Replicated Origin provides scalable storage of content libraries with replication on the East and West coasts of the United States for reliability. BG Replicated Origin is also integrated with BG Video Delivery so videos can be served through our video delivery network when extremely high performance is needed.

Additionally, BG Replicated Origin enables content publishers to outsource operations and avoid capital expenditure.

A FEW OF OUR CUSTOMERS

ABOUT BITGRAVITY

BitGravity was founded in early 2006 and is the world's first and only distributed origin delivery network designed to balance the demands of both storage and delivery requirements. BitGravity was one of the first companies to deliver HD video over the Internet, standards-based HD live streaming, and mosaic interactive applications through its Advanced Progressive APIs.

BitGravity's patent-pending network is Tier 1, highly scalable, and optimized to deliver affordable, HD-quality video on demand, live streams, and interactive applications for massive audiences on the Internet.

In September, 2008, BitGravity and Tata Communications, launched 'Tata Communications Content Delivery Network' powered by BitGravity, offering global reach and performance and economic advantage to their customers. With more than 300 points of presence worldwide, this is the first truly global CDN service on a state of the art, single ASN, global IP network throughout Europe, Asia, North America and India.

BitGravity is based in Burlingame, CA and is privately held, with strategic investment from Allen & Company, Tata Communications and private investors in the communications and media space.

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