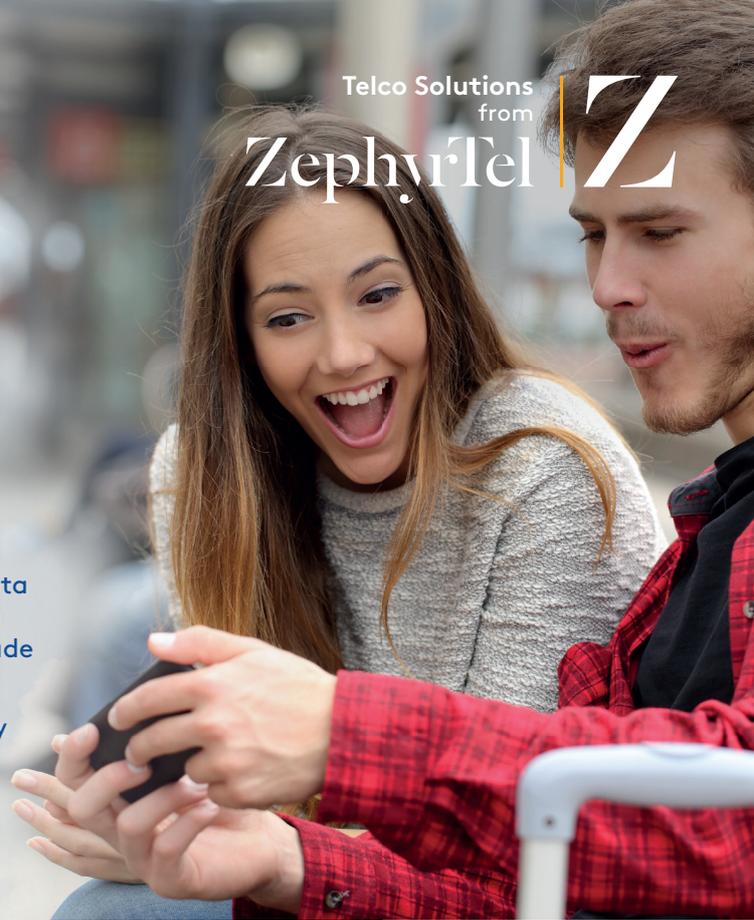


## Content delivery is becoming increasingly demanding

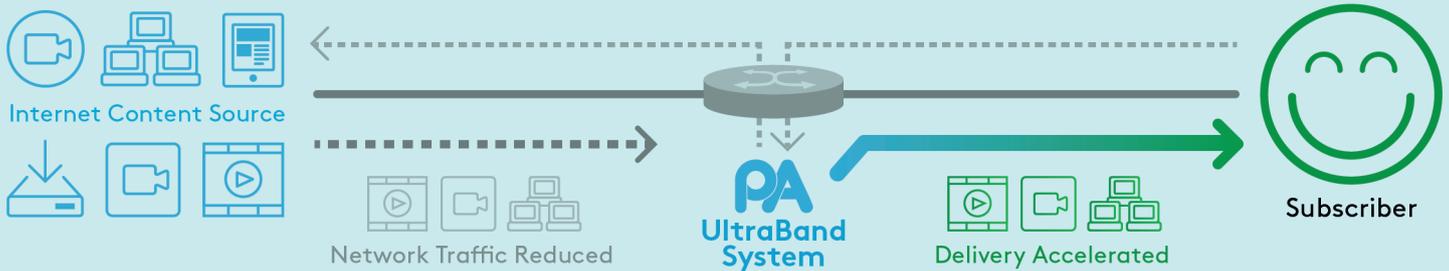
The phenomenal growth of digital content is fundamentally changing viewing habits and subscribers want to watch live events as they happen, without any disruption. Network congestion negatively impacts customer experience and brand perception, that's why operators must look to accelerate last mile content delivery.

The PeerApp UltraBand platform moves popular content data closer to subscribers, by accelerating and virtually localising content delivery. Data served from the caching system is made available locally, enabling delivery at much higher speeds.

All traffic usage, including encrypted content, is dynamically managed to minimise data congestion and maintain a high QoE (Quality of Experience). Depending on the profile of customer traffic, QoE can be improved by delivering speeds up to 17 times faster with a 30% reduction in network costs.



### Content Delivery Flow



### PeerApp Ultraband Content Delivery platform

PeerApp provides open, adaptable solutions for local delivery of streaming video and other OTT (Over The Top) content.

PACache and PALive are designed for mobile, cable and telecom operators who are seeking to optimise their investments in next-generation networks.

### PACache Content Caching Redefined

As the demand for digital content soars, PACache supercharges any network, increasing content delivery speeds and enabling operators to provide subscribers with a haven of digital continuity.

PACache empowers networks to meet the demands of ultra-high-definition (4K) video and future proofs for tomorrow's exponential surge in enriched digital content.

### Benefits

#### Dramatically improves QoE

Accelerates streaming and downloads content faster

#### Network cost savings

Offloads up to 50% of network traffic, reducing IP transit costs and infrastructure upgrades

#### Full transparency

Preserves application logic for HTTP services and peer-to-peer networks

#### Easy to deploy

Simple integration via PBR (Policy Based Routing) and DPI (Deep Packet Inspection)

#### Ensure full transparency with no IP

Invisible to network subscribers and content providers, the system cannot be attacked or subjected to DDoS (Distributed Denial of Service)

## PALive Live Events Accelerated

When a large-scale live event is aired, a huge number of subscribers begin downloading live streaming content. PALive automatically identifies popular live streams and delivers them locally from the network edge.

Not only does PALive eliminate network spikes, but by localising live streams, it enables subscribers to receive content without buffering.

## Benefits

### Eliminates network traffic spikes

Offloads up to 90% when streaming live

### Facilitates high-quality streaming

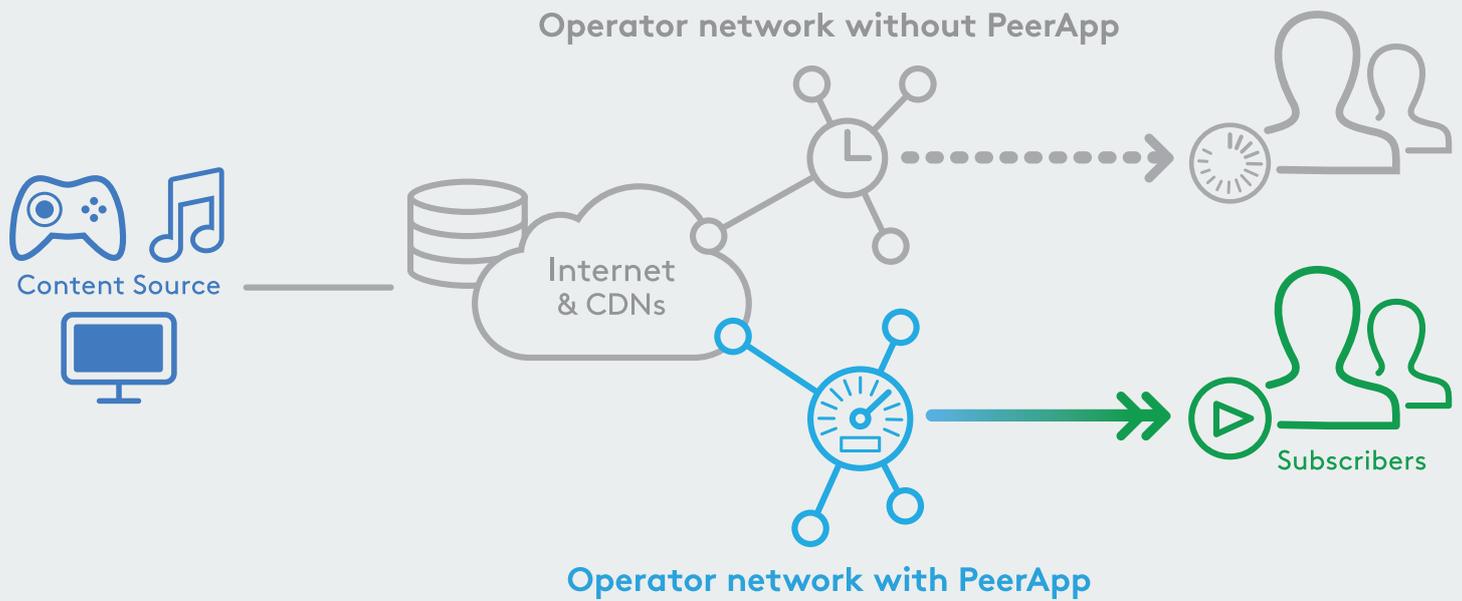
Localises live streams, eliminating buffering

### Ensures excellent QoE

Accelerates streaming and content download

### Easy to deploy

Facilitates simple in-line and out-of-line implementation



## Why choose PeerApp?

### Increased Subscriber QoE

Competitive differentiation and improved subscriber satisfaction, lead to reduced customer churn

### Operational Effectiveness

Reduces costs and enhances network management

### Improved Service Delivery

Promotes revenue growth while optimising network efficiency

### Best-in-Class Support

Unlock new levels of productivity through our world-class support

With PeerApp you can...

Reduce network costs

Maximise QoE

Reduce churn

Increase ROI

Contact us to find out how our solutions can help your business grow

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