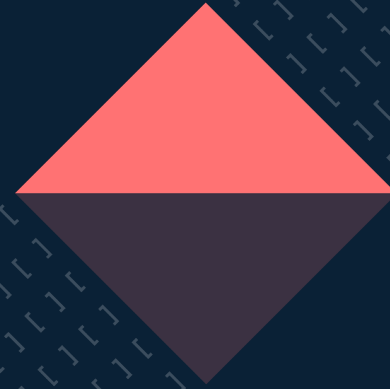


Tailoring the Pexip Experience

March 2024

]pexip[



Infinity | Customizing The Video Experience



Native Apps and Self-Service Branding

Pexip Application Suite

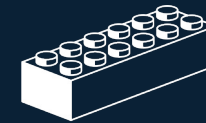
- Available, fully supported, and free for use including iOS, Desktop, and web utilities.
- Enable many basic video workflows for 1-to-1 and group visits
- Can be used with any implementation of Pexip Infinity
- Web app supports code-free custom branding through the Pexip Branding Portal



Extending with Plugins

Level 1 Customization

- Pexip Web Apps are fully open source and can be customized using modular, lightweight plugins
- Sample application customizations include ad-hoc SMS / email invitations (e.g. Twilio), pre-defined dial-out to interpreter services, automated dialing to SIP endpoints, and many more
- Pexip developer support can be purchased as an add-on
- Web app supports code-free custom branding through the Pexip Branding Portal



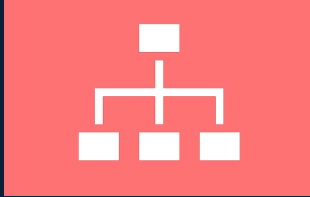
Pexip APIs

Level 2 Customization

- Fully supported APIs allow your organization to manage nearly every aspect of the video visit experience
- Pexip video can be embedded in numerous workflows, including:
 - Web Pages
 - Bots
 - Scheduling platforms
 - Contact Centers
- Ideal for organizations with in-house or established development relationships who wish to implement advanced workflows



The Pexip API Suite (almost over-simplified)



MANAGEMENT API

- Everything you can do from the management node UI
- Use for Non-Time-Critical Monitoring and Static Configuration



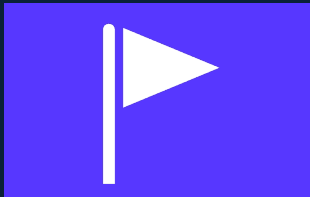
CLIENT API

- Build your own client or app
- Use for interactive control or monitoring of conferences
- Create different custom experiences for hosts vs guests



EXTERNAL POLICY API**

- Actively control conference access
- Time Critical service configuration
- Can be integrated with other systems to allow for cross-platform event triggers



EVENT SINK API**

- Monitor what is happening. JSON events sent over HTTP when conferences start/stop/change and participants join/leave/change
- Use for live participant or conference monitoring.
- Replaces polling status API (Push, not a Pull)

] pexip[