Synamedia **Senza**

Any Screen. Without limits.

Synamedia
SENZA

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Synamedia
Senza

- **Senza is a new, different, disruptive and very low-cost** next generation video and entertainment experience
- **Senza moves the entire user experience** to the cloud, eliminating device limitations *(over **25 patents**)*
- **Senza unleashes new video user experiences** harnessing the compute power of the cloud

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Senza **Changes**

The Business model

The Operations model

The UI Experience model

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How Senza Works

1. CREATE

Using existing web technologies

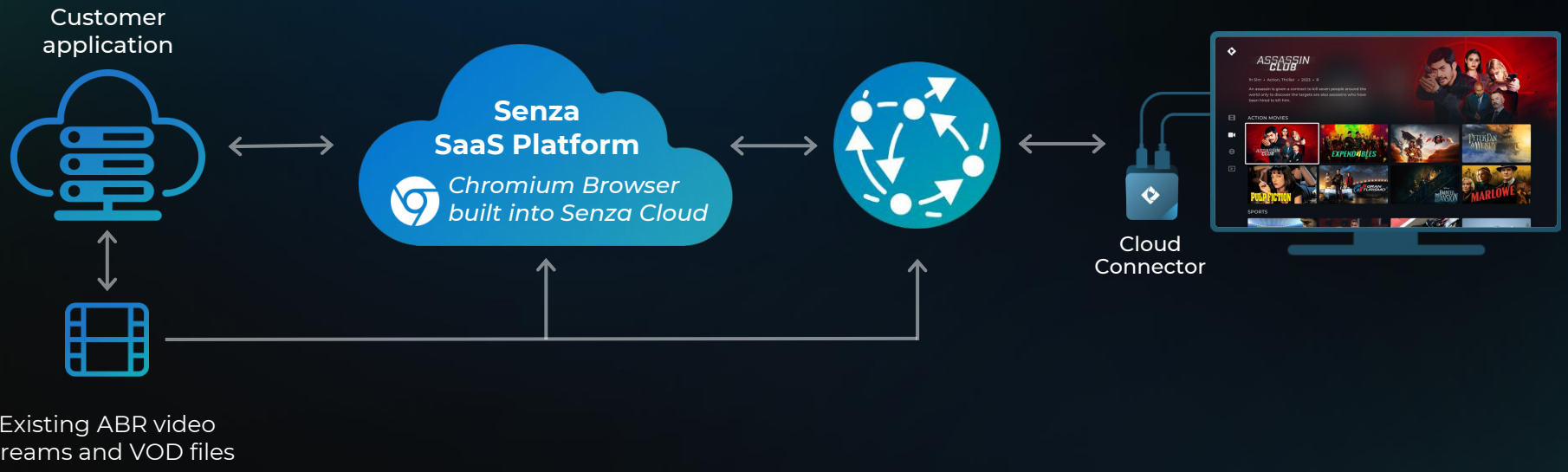
2. DELIVER

Encrypted and streamed by the Senza platform

Low latency cloud-gaming technologies

3. DISPLAY

Cloud Connector decrypts the content for display on the TV



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Easily create and deploy your applications

- Create amazing personalized and dynamic user experiences
- Free your application from the computing limitations of legacy devices
- Use HTML and web technologies, no complex app development
- Onboard your CTV/OTT application in weeks, not months

Get the most performance at the lowest cost – everything you can deliver to a high-powered PC now on a TV

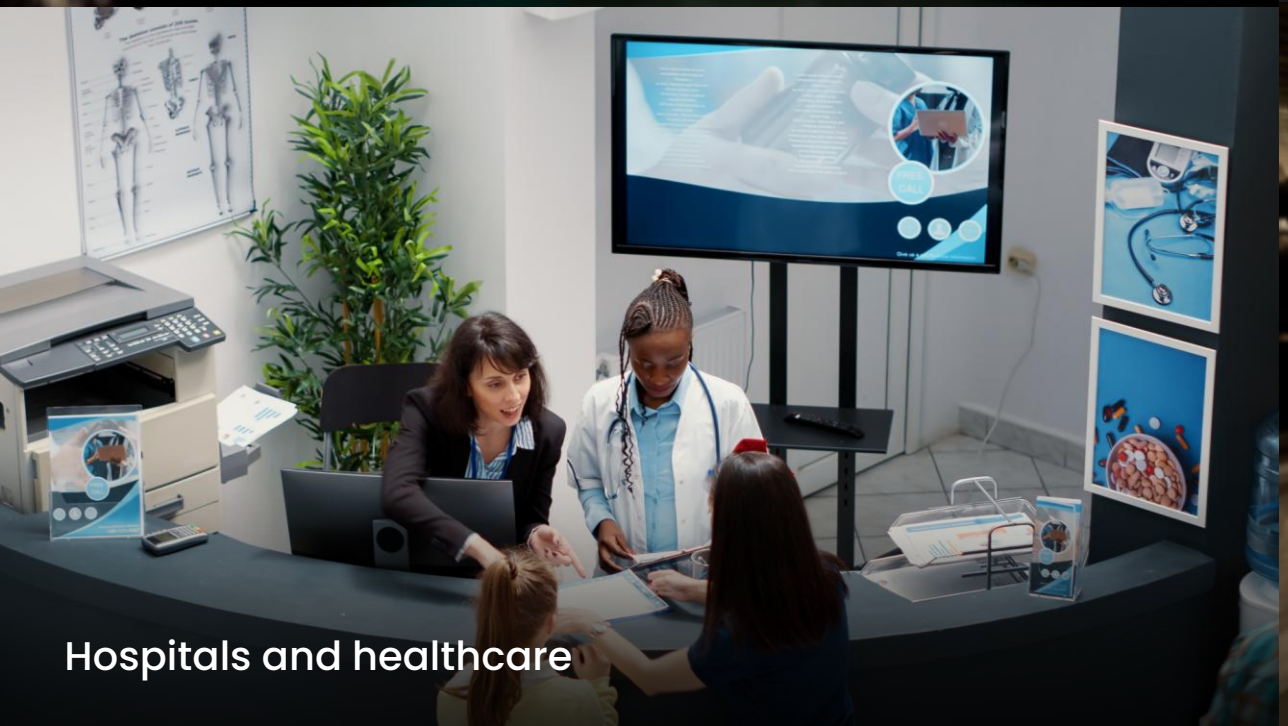
Reduce cost and operational complexity

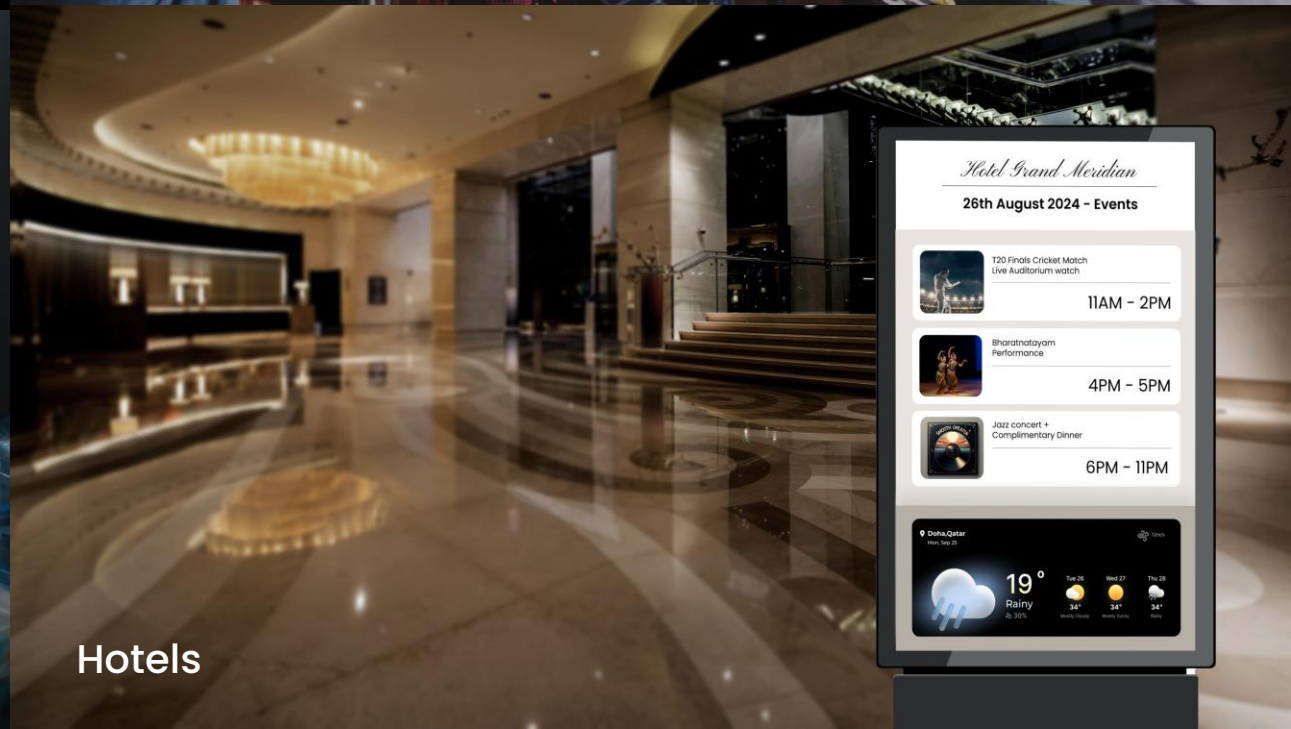
- Reduce costs with simple, real-time management, updates and deployment
- Pay for what you use – on-demand - with our SaaS model
- Eliminate sharing your revenue or advertising with platform providers
- Future-proof your product – apps and experiences only get better over time

Increase security and keep your data

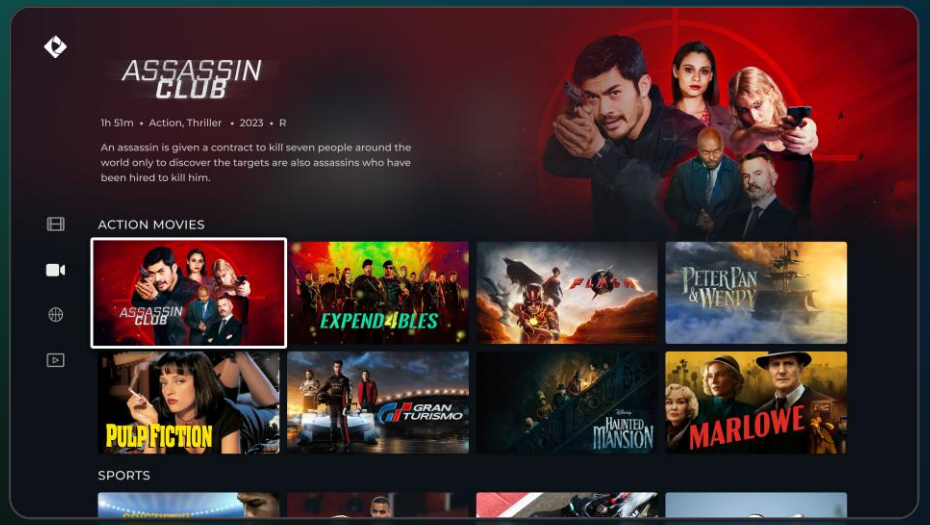
- Eliminate security concerns with the industry's best end-to-end security
- Widevine L1 DRM and burned-in authentication of each device to the network to prevent password sharing
- Gather and manage all your data, without sharing or paying for your performance data

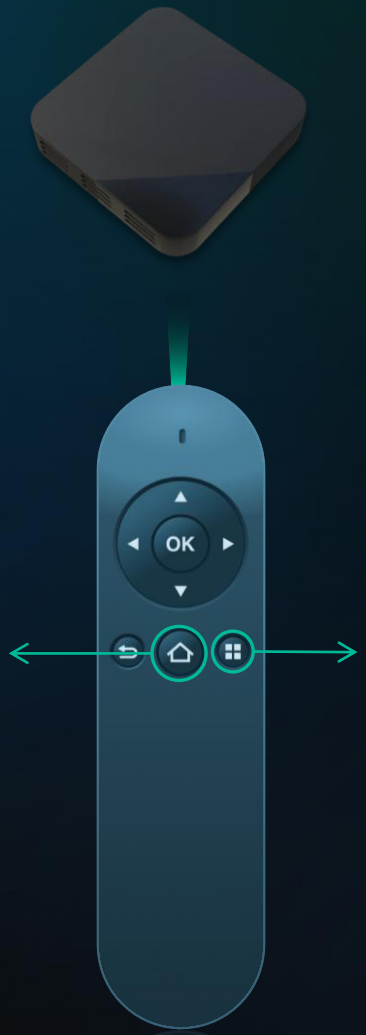
Ideal for many **verticals**

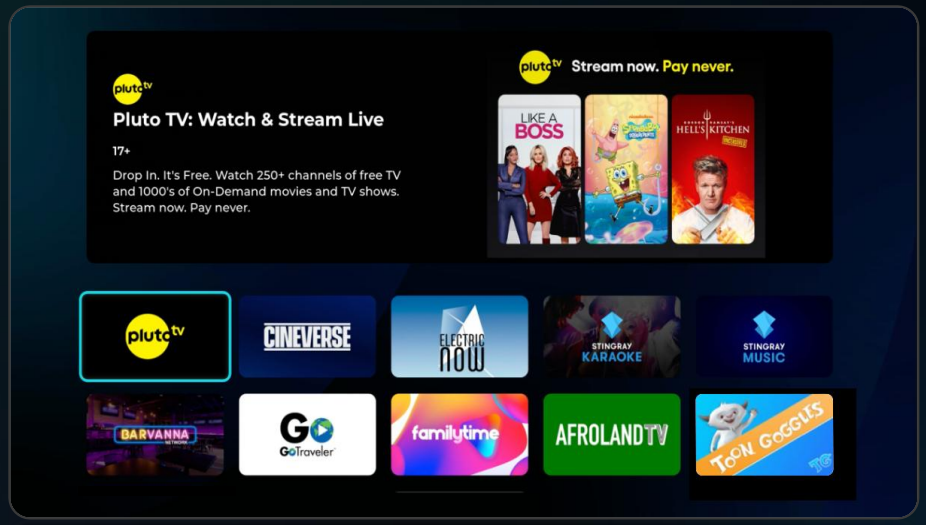




Content Access







Primary App
Main customer application

Content Hub
Complimentary popular content applications

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Cloud Connector

Cloud Connector

- Simple and low cost: delivers video to HDMI and returns Bluetooth remote commands to the cloud – does not run apps
- Works on any TV with an HDMI input
- Converts once-smart and never-smart TVs into the Smartest TVs, always-up-to-date
- Widevine L1 DRM certified: first cloud product to ever achieve this level of security
- Industry best end-to-end security: each device uniquely authenticated to the network – preventing password sharing

Core

- Low-cost device for mid-to-low tier of subscribers
- HD Video and UI
- Target lifespan of ~10 years
- Supports wide range of OTT content applications

Consumer on-boarding application highly optimized for Wi-Fi pairing. In app stores today

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Thank You

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