



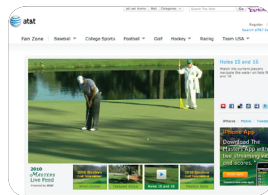
Tremolo Player

Tremolo Player: The video player of choice for live events

Tremolo Player represents the best in live online streaming. The Tremolo Player has been proven time and again to meet the needs of the most watched and most innovative live events. Reach the right audience and support your advertising and sponsorship needs through Tremolo's extensive suite of customizable ad units, including video ads, banners, out of player advertisements and more, to engage your consumers online.

The Tremolo Player's bandwidth detection module delivers a skip and buffer-free end user experience by constantly optimizing the bitrate based on available bandwidth. This intelligence removes any user error or confusion from your webcast and provides a seamless viewing experience. Our developers will help you integrate the Tremolo Player into your site, from a simple single-stream webcast to a multi-angle, multi bitrate live event.

Tremolo Player has been used on major live events including The Grammys, The Oscars, The Royal Wedding, Jay-Z: Live from SXSW, and The Masters where three unique streams were simultaneously available to end users.



Features

Customizable

- Easily add or remove player controls, including volume controls, and full screen buttons
- Choose between two control bar styles
- Variable size fits perfectly on any webpage, supports both 16x9 (HD) and 4x3 (SD)
- Choose a background image to make the player match your brand perfectly
- White label service. You won't see AEG mentioned anywhere, so your brand stands out

Advanced Features

- Instant DVR Capability
- Up to six live streaming thumbnails
- Preroll, Midroll, Vast compliant ad support with tracking
- Lower thirds, full screen banner ads with click through support, and companion triggering
- Advanced analytics & Live analytics so you can see who is watching your streams in real-time
- Full analytics reporting post event

Reliable

- Automatically fails to lower bitrate stream when congestion occurs
- Failover code uses information from the player rather than relying on a server to detect user experience
- Uses Adobe Flash technology, as well as supporting a lite HTML 5 version for iPad and iPhone
- Mobile version for Android
- Fully supported geo-targeting for global clients

Live!

- Multiple streams in a page to allow thumbnails of "backstage" cameras in a multi-cam experience
- Bandwidth detection assigns the appropriate bitrate streams to avoid hiccups and buffering