

DivX Plus Streaming

Support over-the-top content and commerce services with advanced multimedia features

Benefits for CE Manufacturers

- Differentiate products and enhance the consumer experience with over-the-top services by enabling advanced multimedia features
- Expand over-the-top service offerings into lower cost devices with an easy-to-implement, lightweight streaming solution
- Increase customer satisfaction by providing higher quality streaming media experiences
- Enable content service providers to update storefront interfaces and functionality without the need for costly firmware upgrades
- Reduce complexity by working with a one-stop shop that offers streaming technology and playback certification, as well as other valuable CE solutions such as guidance, metadata, search, recommendations, media recognition and advertising



Digital media consumers are becoming increasingly savvy. Not only do they expect streaming video in more places than ever before, but they also expect it to perform incredibly well. To meet and exceed the ever-increasing expectations of consumers, consumer electronics manufacturers must work with technology solutions providers and deliver high quality video experiences on multiple platforms. However, when it comes to over-the-top content delivery and protection, not all technologies are created equal.

Some solutions only provide basic embedded playback functionality without the bells and whistles that customers have grown to expect from physical media, while others offer more features but are prohibitively expensive to successfully scale in CE devices. Rovi addresses this problem with DivX® Plus Streaming, an end-to-end adaptive streaming solution that provides a high quality video experience with advanced multimedia features that consumers love. And, DivX Plus Streaming is a lightweight solution that can be scaled across a broader range of consumer electronics devices.

Differentiate Products by Enhancing the Consumer Experience

DivX Plus Streaming offers advanced multimedia features that differentiate products by improving the consumer experience.

- **Adaptive Streaming:** Automatically adapts video quality to the appropriate bitrate for your internet connection, eliminating jumpiness, pauses and buffering during the playback experience
- **Dynamic Resolution Scaling:** Smooth and seamless transitions from lowest to highest video resolution during bandwidth shifts to help provide exceedingly high video quality
- **Smooth Trick Play:** Enables smooth fast-forward and rewind for a pleasant user experience
- **Multi-Language Subtitles:** Supports multi-language subtitles with optimized DivX World Fonts; reduces the costly need for multiple video encodes by hosting assets separately
- **Multi-Language Audio Tracks:** Supports multiple languages with a variety of audio codecs; decreases costs by hosting assets separately
- **Quick Start:** Optimized algorithms to improve experience when starting video playback
- **Resume Play:** Recalls the last video stop point to quickly resume playback, even across devices in different locations

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Ship Services in More Devices with a Lightweight CE Solution

DivX Plus Streaming was built from the ground up as an embedded consumer electronics solution with device performance constraints in mind. The solution is extremely lightweight and can be implemented in a broader class of consumer electronics devices, which enables CE manufacturers to ship over-the-top services in more of their products.

Increase Customer Satisfaction and Protect Your Brand

By enabling a high quality video experience with advanced multimedia features, DivX Plus Streaming can increase customer satisfaction with devices and guard CE manufacturers against supporting poor user experiences that consumers often attribute to the device itself.

Reduce Platform Maintenance Costs

DivX Plus Streaming reduces the need for CE manufacturers to issue costly device firmware upgrades by enabling online stores and portals to dynamically update their storefront and add new functionality in real time.

A Comprehensive End-To-End Solution

Rovi can reduce complexity for consumer electronics manufacturers by being a one-stop shop for over-the-top video playback compatibility and certification. In addition to streaming technology and DRM solutions, Rovi can provide additional solutions to increase the value of connected CE devices such as guidance, metadata, search, recommendations, media recognition and advertising services.



Rovi powers the discovery and enjoyment of digital entertainment through innovative, flexible solutions and metadata that captivate consumers. Core to the digital home ecosystem, Rovi enables service providers, consumer electronics manufacturers, content publishers and websites to connect with their customers. Learn more at rovicorp.com.

Rovi. Join the entertainment.

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