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## **Haivision's KulaByte and HyperStream Used to Stream SXSW to Global Audience**

***KulaByte™ Live Internet Encoder and HyperStream™ Cloud Transcoding Drive High-Quality Multiscreen Delivery of NPR Music Showcase***

**MONTREAL and CHICAGO — March 15, 2012** — Haivision today announced that its KulaByte™ Traveler live Internet encoder, supported by the company's HyperStream™ cloud transcoding service, is powering multiscreen worldwide video delivery of performances from South by Southwest (SXSW). The Haivision solution enables live streaming of National Public Radio's "South by Southwest: Live From Austin" music showcase, including three days of music at Stubbs and the Parish, as well as the SXSW Bruce Springsteen's Keynote at <http://www.npr.org/event/music/147357853/sxsw-2012>. During SXSW, Haivision's KulaByte technology also will power live concerts from the Fader Fort available at [www.fuse.tv](http://www.fuse.tv) and music from Music Fog available at [www.musicfog.com/live-broadcast](http://www.musicfog.com/live-broadcast).

"SXSW has become a premier showcase for up-and-coming artists, creators, content producers, and entertainers," said Peter Maag, Haivision's chief marketing officer. "The uniquely powerful combination of our portable KulaByte Traveler encoder with our HyperStream cloud transcoding service provides NPR and other organizations with a cost-effective way to get live HD video from SXSW shows to audiences across the globe."

The ruggedized KulaByte Traveler encoder is based on the highly efficient H.264 compression standard delivering the highest quality Adaptive HTTP Live Streaming (HLS) and Dynamic RTMP Flash®. This enables multiscreen delivery to the largest global penetration of playback devices such as the iPhone® and iPad®, as well as set-top boxes such as the Roku™ streaming player.

For the NPR music showcase, Haivision's KulaByte and HyperStream technology is transcoding each HD feed from the ground into two stream types at eight different stream bit rates. In

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creating the different bit rate streams, the HyperStream cloud-based transcoder allows video production teams to utilize event venues' limited Internet connectivity and stream at multiple bit rates to all viewer devices while maximizing video quality. This approach preserves the visual value of content while eliminating the cost and hassle associated with bringing a satellite uplink truck on site or special Internet provisioning.

More information about the KulaByte encoder, HyperStream service, and the complete Haivision product family is available at [www.haivision.com](http://www.haivision.com).

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**About Haivision Network Video**

Haivision delivers advanced technology for streaming, recording, managing, and distributing secure IP video and interactive media within the enterprise, education, medical/healthcare, and federal/military markets. Haivision is a private company based in Montreal and Chicago, with technical excellence centers in Beaverton, Ore.; Austin, Texas; and Hamburg, Germany. With a global sales and support organization, Haivision distributes its products through value-added resellers, system integrators, distributors, and OEMs worldwide. More information is available at [www.haivision.com](http://www.haivision.com).

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