

# ***NIAGARA***

**Streaming Media**

A Part of the Valdor Group



# Niagara Streaming Media

Delivering Video, Whenever, Wherever



**NIAGARA**  
STREAMING MEDIA  
PART OF THE VALDOR GROUP



# Safe Harbor Statement

Certain statements in this presentation contain "forward-looking" information within the meaning of the Private Securities Litigation Reform Act of 1995, which reflect the company's current judgment on certain issues. Such statements apply to future events and are subject to risks and uncertainties that could cause actual results to differ materially. Important factors that could cause actual results to differ materially from forward-looking statements include, but are not limited to, the ability of the company to develop and market new products, market conditions, technological change, and competition.

All forward-looking statements attributable to Niagara Streaming Media or any person acting on its behalf are expressly qualified in their entirety by the cautionary statements set forth herein. Niagara Streaming Media undertakes no obligation to update any forward-looking statement about circumstances or events that occur after the date on which the forward-looking statements are made.

For a detailed discussion of these and other cautionary statements and factors that could cause actual results to differ from the Company's forward-looking statements, please refer to the Company's reports on Form 10-K, 10-Q and other Reports on file with the U.S. Securities and Exchange Commission.



# Company Overview

- Streaming industry pioneer – Niagara® and GoStream® products
  - The streaming media industry was built on the power and reliability of our first digital media product line.
  - More than thousands of Niagara systems have been deployed globally.
  - Niagara streaming systems are self-contained professional systems, available in multiple configurations.
  - Niagara product line offers both portable and rack mount video encoding systems.
- Our customers include some of the world's largest and most respected broadcasters, enterprises, educational institutions and government entities.
- Corporate and manufacturing facilities in Grapevine, Texas USA
- Global distribution and sales channels

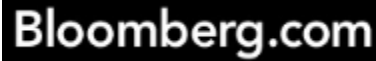


# Niagara Streaming Media – What We Offer

- Niagara Streaming Media develops hardware and software products that:
  - Capture, encode and deliver video and audio to digital networks, set top boxes, computers and mobile devices
- Our revenue is derived from product sales and fees from service and support.
- Our products are sold and used globally in broadcasting, enterprise communication, education, training, advertising, marketing, defense, security, government and judicial applications, and within a variety of third-party integrated products.



# Customers



# Partners – Technology and Ecosystem



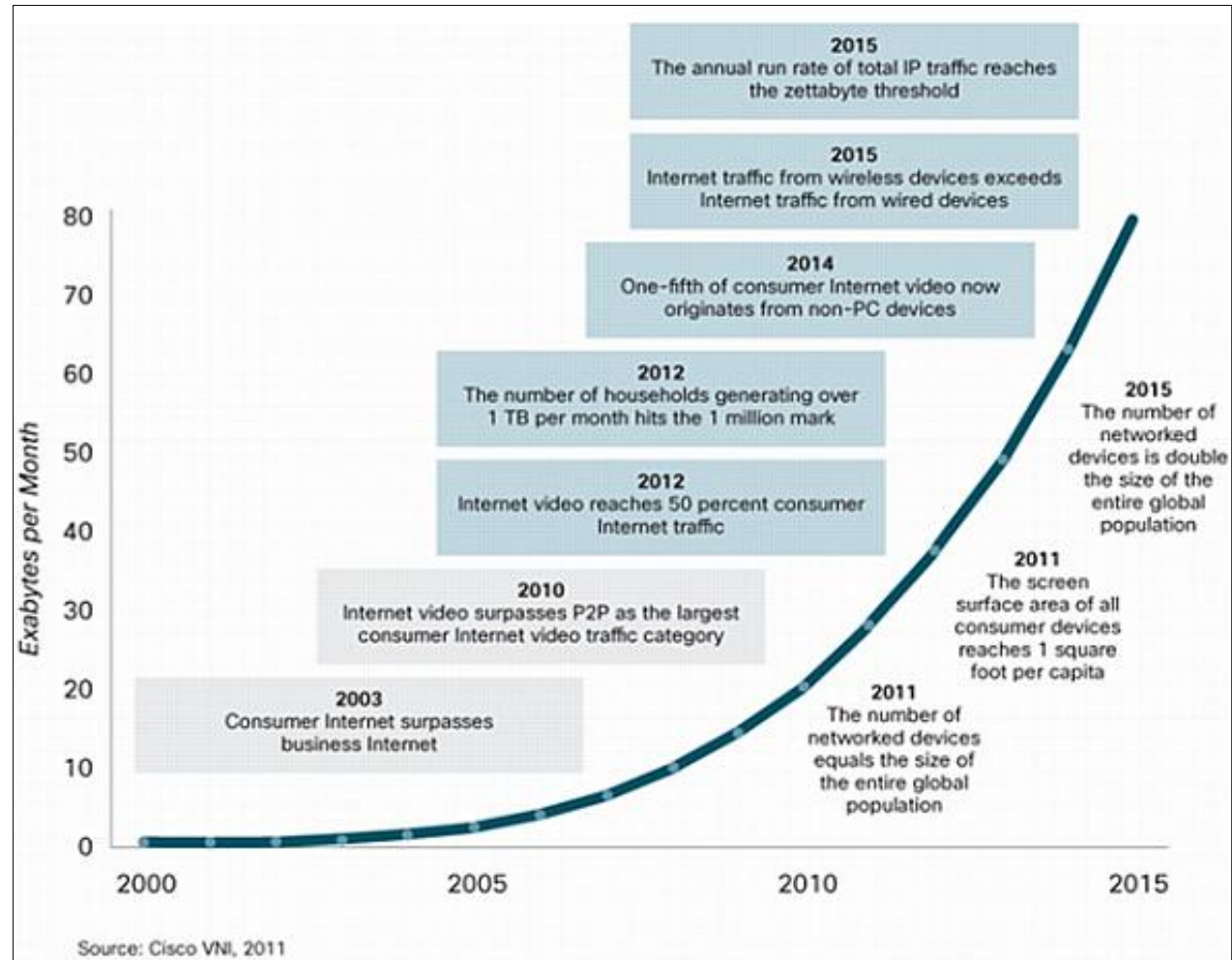


# Growth - Key Objectives

- Grow revenue and change focus to a sales and customer-driven company
- Target large volume customer opportunities and market verticals
- Efficient and selective product and feature development for increased ROI and expanded applications for target market verticals
- Increase and maintain capitalization to sustain rapid growth in revenue and market share
- Be aware of market consolidation in the industry

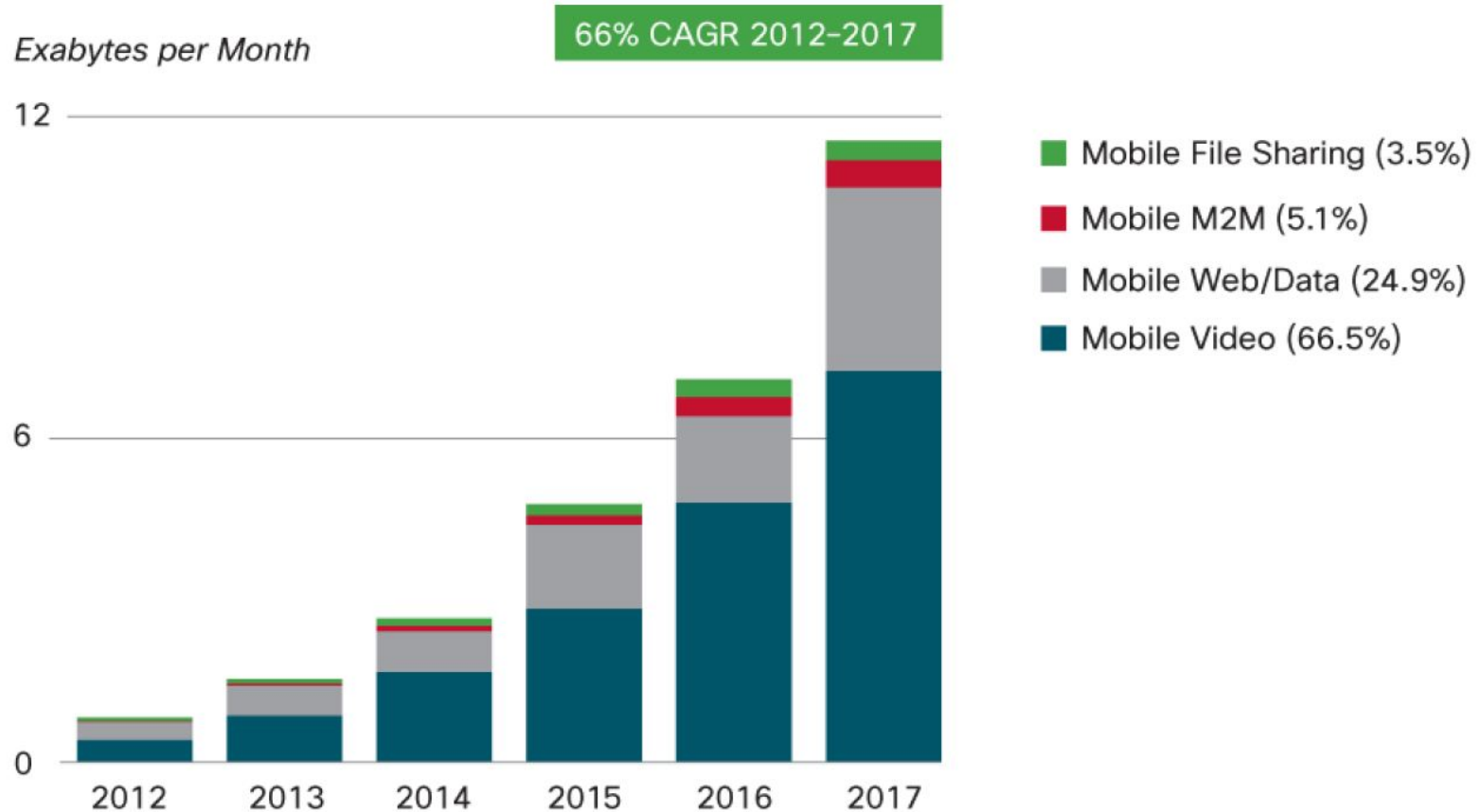
# Video Growth Driver in Digital Media

- The sum of all forms of video (TV, video on demand, Internet and P2P) is expected to grow at a CAGR of >30% over the next 4 years and will constitute approximately 90 percent of global consumer traffic by 2015.



# Video Growth Driver for Mobile Networks

**Mobile Video Will Generate Over 66 Percent of Mobile Traffic by 2017**

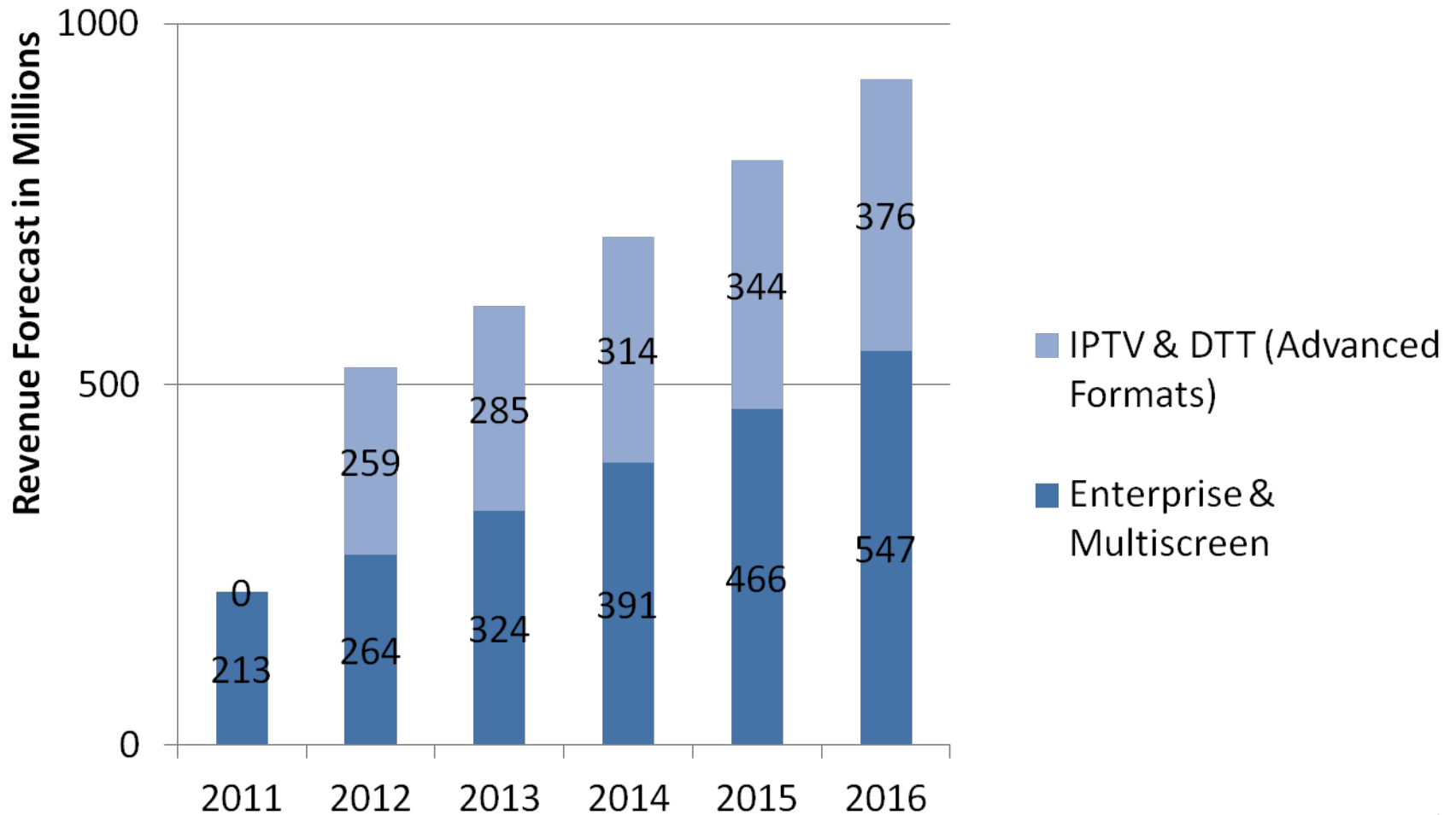


Figures in legend refer to traffic share in 2017.

Source: Cisco VNI Mobile Forecast, 2013



# Served Market Opportunity



Total CAGR of 34.09%

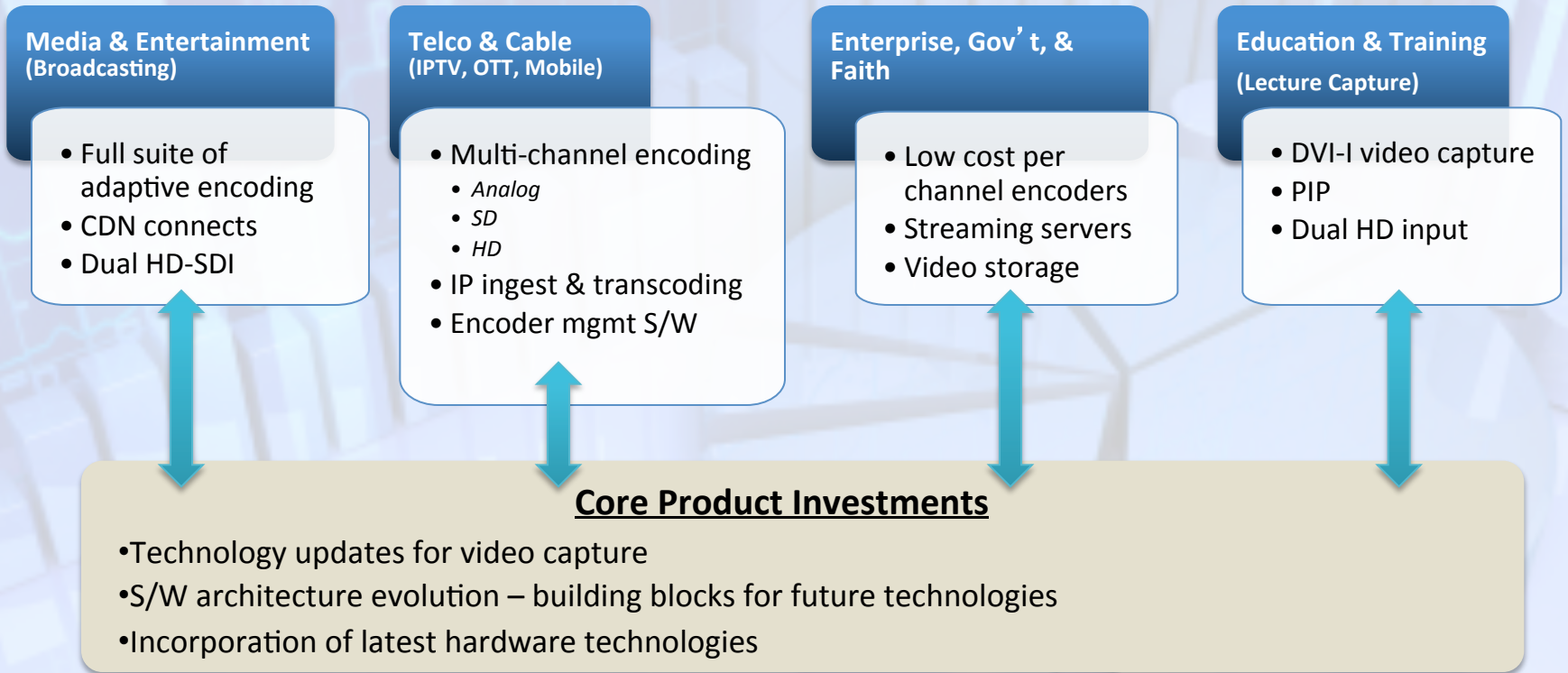
Source: Frost & Sullivan

# Markets We Serve

- Broadcasters and Narrowcasters
- Operators & Service Providers
- Content Owners
- Federal, State, and Local Government
- Content Delivery Networks
- Business and Enterprises
- Education and Training
- Worship
- Defense
- Retail
- Digital Signage Integrators
- Other industry verticals such as advertising, medical and insurance



# Market Segment/Product Features



# Niagara Streaming Appliances

- Niagara® 9100 series
  - Powerful multi-channel encoders
  - IP transcoder model
  - Attractive price/performance
  - 4A, 8A, 2D, 4D, transcoder
- Portable systems
  - Niagara 2200, Surf, 4100, GoStream®
- Niagara SCX® and SimulStream® software
  - Stream a single video source in multiple formats, bitrates and resolutions – simultaneously
  - Configure & control over the network through an easy-to-use Web interface

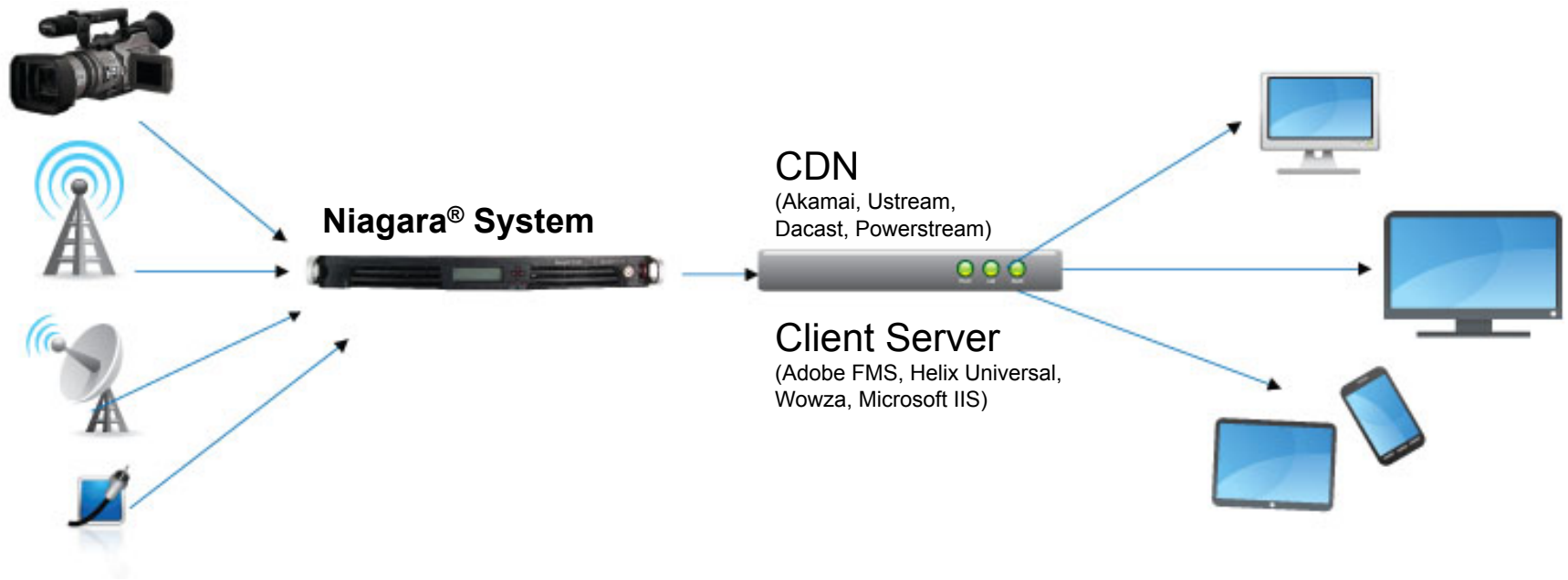


# GoStream® Streaming System

Model	Description
<b>GoStream H</b>	Designed for lecture capture with 2x DVI-1, 2x HDMI (HDCP not supported), 2x VGA/XVGA, or 2x component/composite, S-Video. Audio inputs include embedded HDMI (4 stereo pairs LPCM per HDMI input) and one unbalanced audio input. Also includes multi-core processors and a solid state drive (120 GB).
<b>GoStream Ha</b>	Based on the GoStream H model, this model includes four additional stereo pairs. Two stereo channels of balanced audio are always available. You can configure two additional stereo channels in any combination of unbalanced, AES/EBU, or SPDIF. (The unbalanced audio input is disabled.)
<b>GoStream S</b>	Includes 2x SDI (2x BNC) which allows you to choose up to two of the following: 3G SMPTE 424 M, HD SMPTE 292 M, or SD SMPTE 259 M. Audio inputs include embedded SDI (4 stereo pairs per SDI input). Also includes multi-core processors and a solid state drive (120 GB).
<b>GoStream Sa</b>	Based on the GoStream S model, this model includes four additional stereo pairs. Two stereo channels of balanced audio are always available. You can configure two additional stereo channels in any combination of unbalanced, AES/EBU, or SPDIF.



# Solutions – Streaming Media Ecosystem



- **Source:** Camera, switcher, cable head-end, etc
- **Capture/encode:** Niagara systems process video into the most popular streaming video formats.
- **Server:** Content Delivery Network, dedicated streaming server, or web server for HTTP Live Streaming
- **Play:** PCs, television monitors with set top boxes (such as Roku & Amino), & mobile devices including iPad, iPhone & Android



# Solutions - Surveillance – Applications

- Surveillance is the delivery of images and/or video to any type of video device (TV/monitor, PC and/or mobile) for the purpose of observing something.
- Types of surveillance:
  - **Military** – recognition of a potentially dangerous object; person, weapon, vehicle, etc.
  - **Retail/residential** – viewing of a store/home to detect robbery or other crime
  - **Commercial** – Monitoring of a remote object that is important or critical to the operation of the company (oil rig)

# Surveillance Using Niagara Systems



Video  
inputs  
→

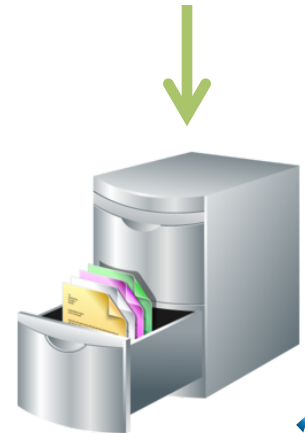
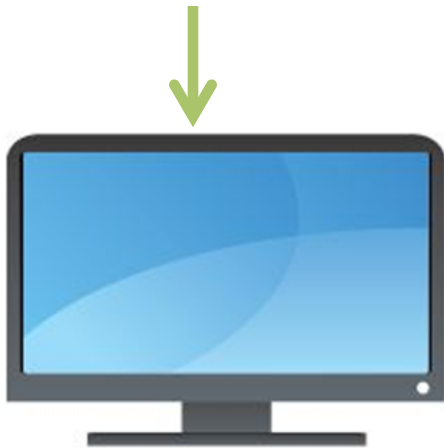
9100-8A (8 analog inputs)  
9100-4D (4 digital SDI inputs)



↓ ↓ ↓  
High quality  
video streams

Network

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# Sales

- Initiative: Focus on current and new markets with expanded and knowledgeable sales presence
- Position sales operations to properly capture business in the global marketplace
  - Right team members with the right skill sets at the right locations
  - Worldwide distribution and global sales organization
- Added sales leadership and staff with contacts into new verticals targeted for expansion
  - Cable and MSO
  - Network supplier
  - Enterprise
- Leverage capabilities of the sales staff through targeted lead generation programs
  - Focus marketing efforts on cost-effective e-based lead generation
  - Value propositions targeted to key verticals

# Present

- Established global reputation
- Worldwide sales team and distribution network
- Renewed focus on core products
- New Niagara line of products introduced in 2012-2013
  - Niagara® 9100 series – 9100-2De, 9100-2DeR, 9100-4D, 9100-4DR, 9100-8A, 9100-4A, 9100-4AV and 9100-2IP
  - GoStream® series – H, Ha, S, Sa
  - HD Close Captioning CEA-708



# The Niagara Streaming Media Advantage

- Strong reputation for rock-solid, reliable performance
- Patent and patent-pending technologies
- Broad portfolio of solutions
  - Niagara® streaming systems
  - GoStream® streaming systems
- Third-party integration capabilities
- Solutions for multiple markets, and multiple applications
- Established relationships with other industry leaders
- Global presence

# Additional Backup Slides





# Niagara<sup>®</sup> Streaming Systems

- Turnkey systems designed for live video streaming
  - Acquire, encode/transcode and deliver video content to IP and mobile networks
  - Dedicated, embedded operating systems, optimized for video encoding
- Features Niagara SCX<sup>®</sup> technology
  - Stream video sources in multiple formats, bitrates and resolutions – simultaneously
  - Configure & control through an easy-to-use Web interface
  - Extend device control over Web service SDK



# Niagara<sup>®</sup> 2200 System – Solutions

- Corporate training
- Enterprise video
- National and local government
- Worship services
- Sports events
- Conference centers
- Education



# Niagara® GoStream® SURF – Solutions

- Corporate training
- Enterprise video
- National and local government
- Worship services
- Sports events
- Conference centers
- Education



# Niagara<sup>®</sup> 4100 – Solutions

- TV studios
- Corporate training
- Enterprise video
- Sports events
- Conference centers
- Education
- Medical



# Niagara<sup>®</sup> 9100 Series – Solutions

- TV studios
- Enterprise video
- National and local government
- Sports events
- Security and traffic cameras
- Education





# GoStream® Series - Solutions

- TV studios
- Corporate training
- Enterprise video
- Worship services
- Sports events
- Conference centers
- Education





# Niagara® 9100 Models

## Niagara 9100-2IP

2IP: 2 NICs - IP Transcoder (RDP or UDP)  
MPTS or SPTS (Multiple or Single  
Program Transport Streams)

## Niagara 9100-4D, 4DR\*

Video: - 4 HD or SD SDI (4 x BNC)  
Audio: - Embedded SDI  
(4 stereo pair per SDI input)

## Niagara 9100-2De, 2DeR\*

Video: - 2 HD or SD SDI (2 x BNC)  
Audio: - Embedded SDI  
(4 stereo pair per SDI input)

## Niagara 9100-8A, 8AR\*

Video: - 8 composite (8 x BNC)  
- BNC (RCA adapters included)  
Audio: - 8 unbalanced (16 x RCA)

## Niagara 9100-4A, 4AR\*

Video: - 4 composite (8 x BNC)  
- BNC (RCA adapters included)  
Audio: - 4 unbalanced (8 x RCA)

## Niagara 9100-4AV

Video: - 4 composite (4 x BNC)  
- BNC (RCA adapters included)  
- 4 component  
- 4 Y/C (S-Video)  
Audio: - 4 unbalanced (8 x RCA)  
- 4 balanced (8 x XLR)

\* Redundant power supply

# Niagara® Line of Products

	HD / SD	Video Type	Encoder	Adaptive	CPU	Form
Niagara GoStream	HD and SD	Digital and Analog	VC-1 / Flash H.264 MPEG-2 (&TS) / H.264 MPEG-4 / 3GPP (mobile)	Apple HLS Adobe Dynamic Microsoft Smooth	Quad Core	Portable
Niagara 9100	HD and SD	Digital and Analog	VC-1 / Flash H.264 MPEG-2 (&TS) / H.264 MPEG-4 / 3GPP (mobile)	Apple HLS Adobe Dynamic Microsoft Smooth	Dual Hex Core	1U Rack
Niagara 4100	HD and SD	Digital	VC-1 / Flash H.264 MPEG-4 / 3GPP (mobile)	Apple HLS Adobe Dynamic Microsoft Smooth	i7 Dual core	Portable
Niagara GoStream Surf	SD	Analog	VC-1 / Flash H.264 MPEG-4 / 3GPP (mobile)	N/A	Dual Core	Portable
Niagara 2200	SD	Analog	MPEG-2 / H.264 MP2TS (SPTS) Flash H.264 VC-1 (WM9)	N/A	Dual Core	Portable



# GoStream® Line of Products

## GoStream H

Video: - 2x DVI-I

- 2x HDMI (HDCP not supported)
- 2x VGA/SVGA resolution up to 1600 x 1200 at 60 Hz
- 2x Component/composite S-Video

Audio: - HDMI (2 x 4 stereo pair LPCM)

- Unbalanced (1 x stereo)

## GoStream Ha

Video: - 2x DVI-I

- 2x HDMI (HDCP not supported)
- 2x VGA/SVGA resolution up to 1600 x 1200 at 60 Hz
- 2x Component/composite S-Video

Audio: - Balanced audio (2 dedicated stereo pair)

- HDMI (2 x 4 stereo pair LPCM)
- 2 x stereo channels in any combination of:  
AES/EBU or SPDIF

## GoStream S

Video: - 2x SDI (BNC x 2)

- 3G SMPTE 424 M
- HD SMPTE 292 M
- SD SMPTE 259 M

Audio: - Embedded SDI (4 stereo pair per SDI input)

## GoStream Sa

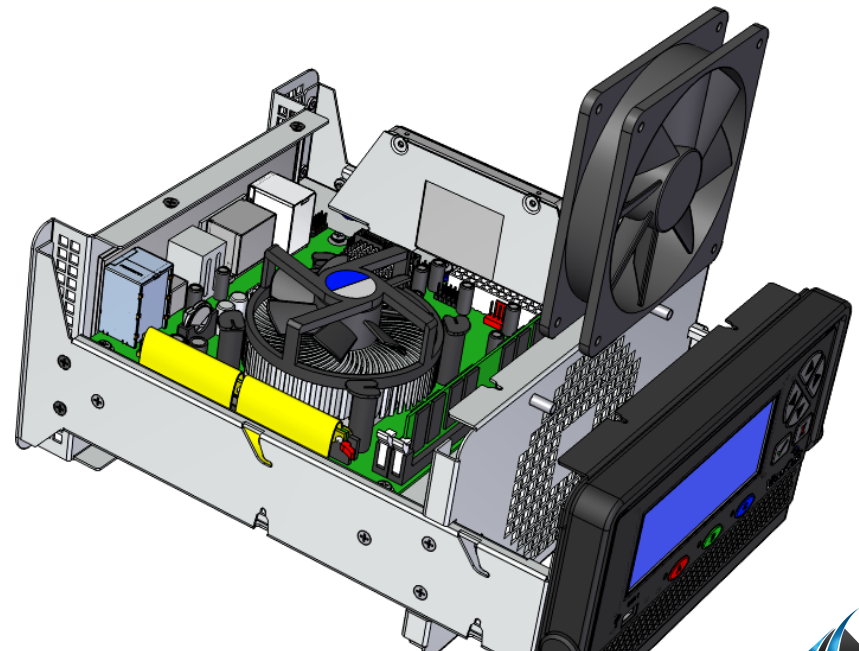
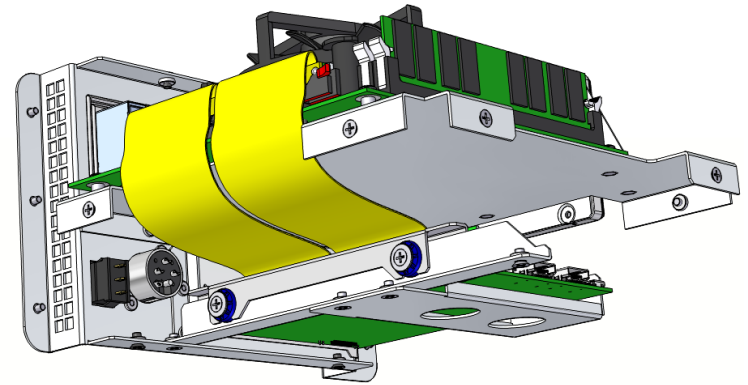
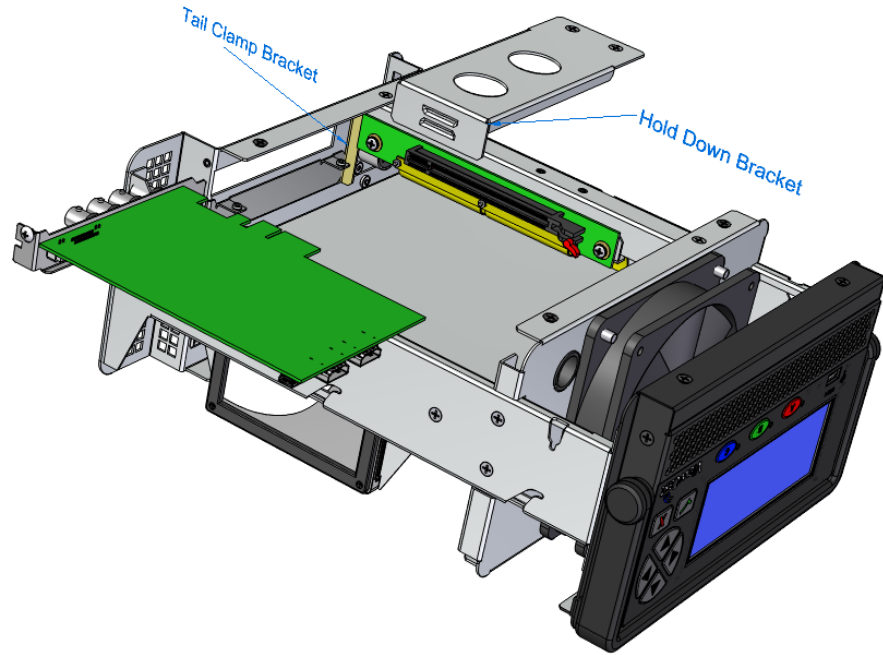
Video: - 2x SDI (BNC x 2)

- 3G SMPTE 424 M
- HD SMPTE 292 M
- SD SMPTE 259 M

Audio: - Embedded SDI (4 stereo pair per SDI input)

- Balanced audio (2 dedicated stereo pair)
- 2 x stereo channels in any combination of:  
AES/EBU or SPDIF

# GoStream<sup>®</sup> System

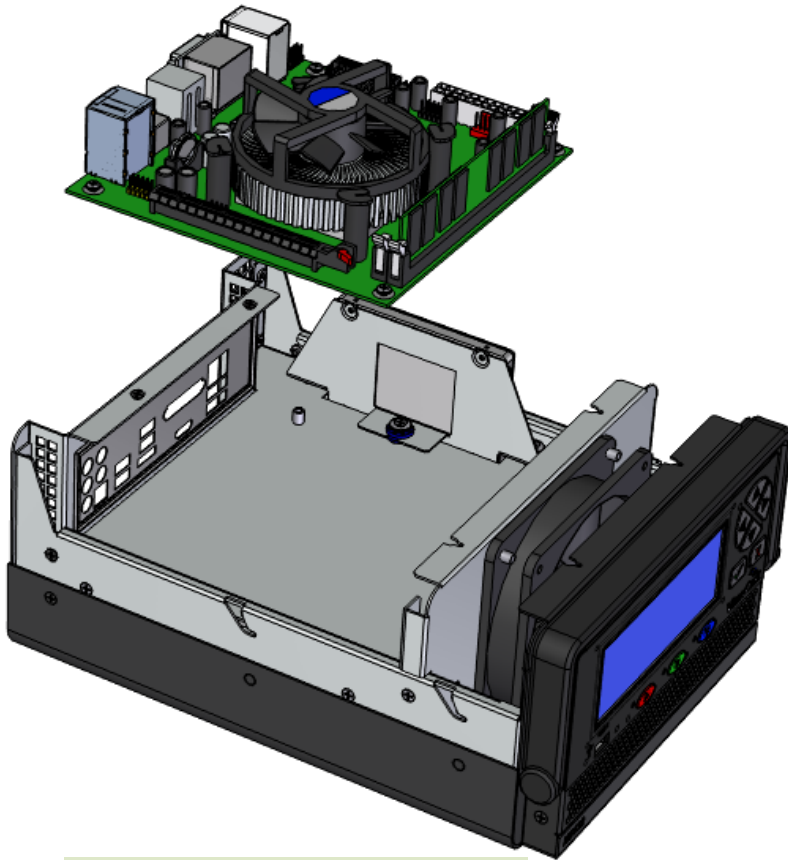


Very Quiet fans: <40dbA



# GoStream<sup>®</sup> System

Ruggedized  
Solid State Hard drive



CPU: i7 – 3610, 8 GB

