[CoreCast eCDN™]



Intelligent content networking technology for the enterprise

At a Glance

- **Revenues can be increased, productivity improved and costs reduced with the introduction of Rich-Content applications into the corporation.**
- **CoreCast eCDN enables enterprises to distribute rich content to desk-top and PDA users over existing networks**
- **Enabling on-line applications such as corporate training & e-learning, corporate communications, point of sales marketing, and large file delivery.**

The opportunity

With CoreCast eCDN enterprises are able to

- o Increase revenue by reducing time to market for product launches
- o Improve productivity with consistent, timely information delivered to profiled employee groups
- o Reduce costs using e-learning solutions that lower travel expenses and time away from the office

These applications provide a quick ROI payback and the ability to reach all employees, partners and customers with rich content and streaming video while using existing corporate networks

The challenge

With this growth of rich content, enterprises find themselves with a problem: the every-day use of rich content applications develop an enormous demand for bandwidth, often saturating corporate backbone networks and adversely impacting mission-critical applications.

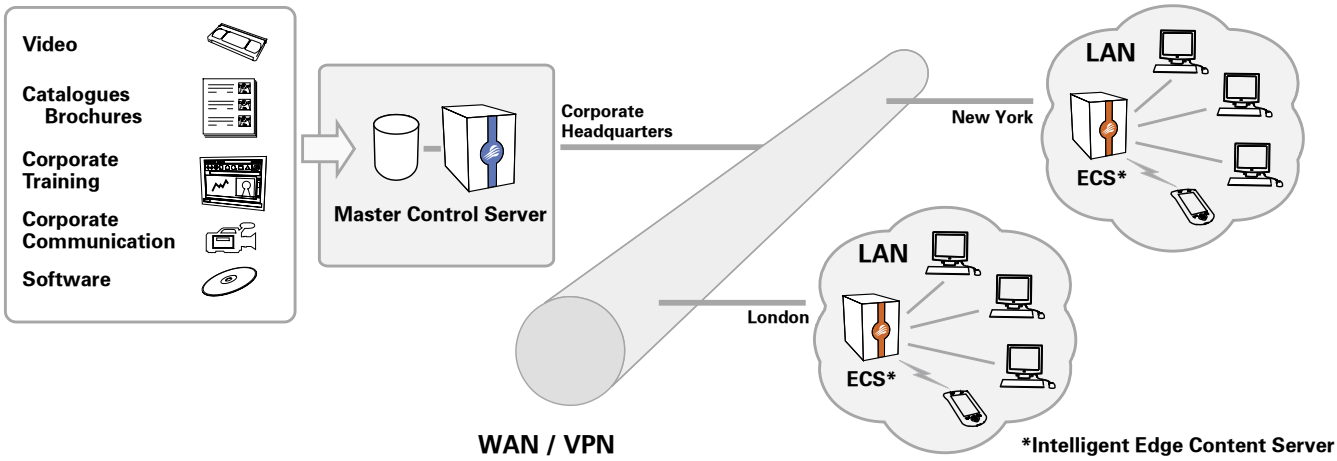
It is for this reason that corporate IT departments strongly oppose the use of rich-content applications in their organisations.

CoreCast eCDN - The solution

CoreCast eCDN accelerates access to rich media content over today's corporate networks. CoreCast eCDN enables the delivery of rich media to geographically diverse locations by linking applications with a distributed network of intelligent servers at the edge of the network. When a user requests content, it is served from the closest edge server, rather than a centralized server that may be in a distant place on the network.

CoreCast eCDN is a content networking technology specifically geared for distributing, delivering and managing rich media content and applications over private corporate networks. CoreCast eCDN combines network analysis with caching, streaming, load balancing, and redirection technologies to make intelligent decisions for bandwidth management and content routing over enterprise WANs and LANs.

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CoreCast eCDN provides the following features:

- o Application independent
- o Plug-and-Play: Designed specifically for the corporate IT environment
- o Network independent & Network aware
- o Re-direction with failover capability
- o Simple Content Acquisition, Publication and Access

CoreCast eCDN in detail

Master Control Server (MCS)

Core server architecture at central data center that performs redirection, content distribution and edge server monitoring.

Central File Repository (CFR)

Either a centralized or distributed storage array that houses all digital media assets on the network.

Edge Content Server (ECS)

Edge device that runs caching and streaming servers, and performs network analysis via the NDC application.

Rich Media Encoder (RME)

Encoding device for converting digital and analog content into streaming-ready format (supports Real, Windows Media, Quicktime and MPEG).

CoreCast eCDN Control Center

Back-end application for managing all devices, applications, and services on the overlay network.

CoreCast eCDN Media Portal

Meta-data driven, front-end application for organizing content and making it retrievable by end users through a custom graphical user interface (GUI).

Supported Hardware / Software

Master Control Server (MCS)

- x86 architecture-based server
- 128 MB RAM
- 9 GB hard drive
- 10/100 Fast Ethernet adapter

Central File Repository (CFR)

- 18 GB hard drive
- Can leverage existing storage solutions (NAS, SAN, NFS, or any local or network disk that can grant read/write access to the MCS)

Edge Content Server (ECS)

- x86 architecture-based server
- Dual-processor board
- 256 MB RAM
- 9 GB hard drive
- 10/100 Fast Ethernet adapter

Rich Media Encoder (RME)

- Varies based on requirements

CoreCast eCDN Control Center

- Internet Explorer 5.0
- Netscape® Navigator 4.7

CoreCast eCDN Media Portal

- Internet Explorer 5.0
- Netscape® Navigator 4.7

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