



VOLAR OVERVIEW

COMPANY HISTORY

- ✓ Based in Lexington, Kentucky
- ✓ Began in 2009 as iHigh.com, a digital sports media company with a focus on high school sports
- ✓ 10 current FTE – all on technology development team
 - » President and CTO is Ben Askren — an engineer with 19 years experience in development and management with Lexmark International prior to joining Volar in 2012

SOLUTIONS

End-to-End online video platform:

- ✓ End-to-end online video platform built for live streaming HD sports content
- ✓ Five pending-patent applications
- ✓ In last 12 months:
 - » Over 21,000 events live streamed on Volar Platform
 - » Over 2,000,000 broadcast views on Volar players (live and VOD)

Features:

Production Truck® — laptop-based streaming software for Mac and Windows

- ✓ Replaces WireCast, TriCaster, etc — easier to use, more cost-effective
- ✓ Multi-camera inputs using Blackmagic, SDI output
- ✓ Custom graphic overlays
- ✓ Instant replay — also creates automatic video clips
- ✓ Others: Daktronics scoreboard integration, stream preview functionality, built-in chat features for customer support, and more



AdTrigger®

- ✓ Stream stitching allows for dynamic mid-roll ads on desktop and iOS devices
- ✓ VAST compliant
- ✓ Integrates with all major ad servers (DoubleClick, Adapt.tv, etc)
- ✓ Advanced ad inventory management

Volar Players

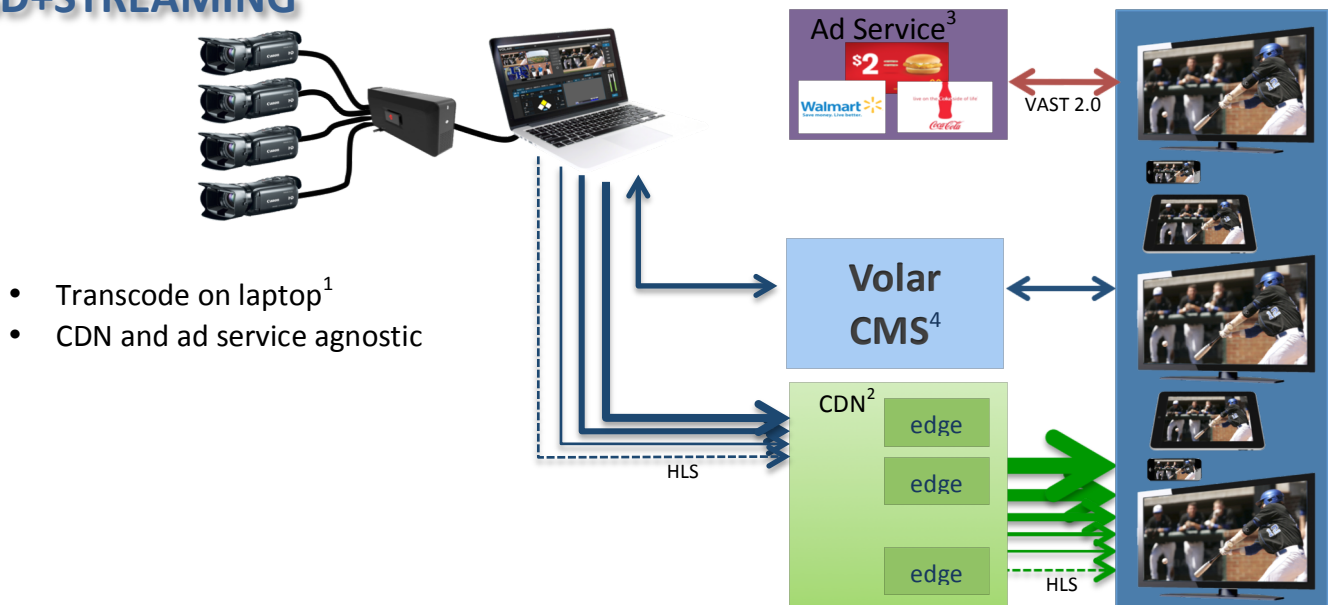
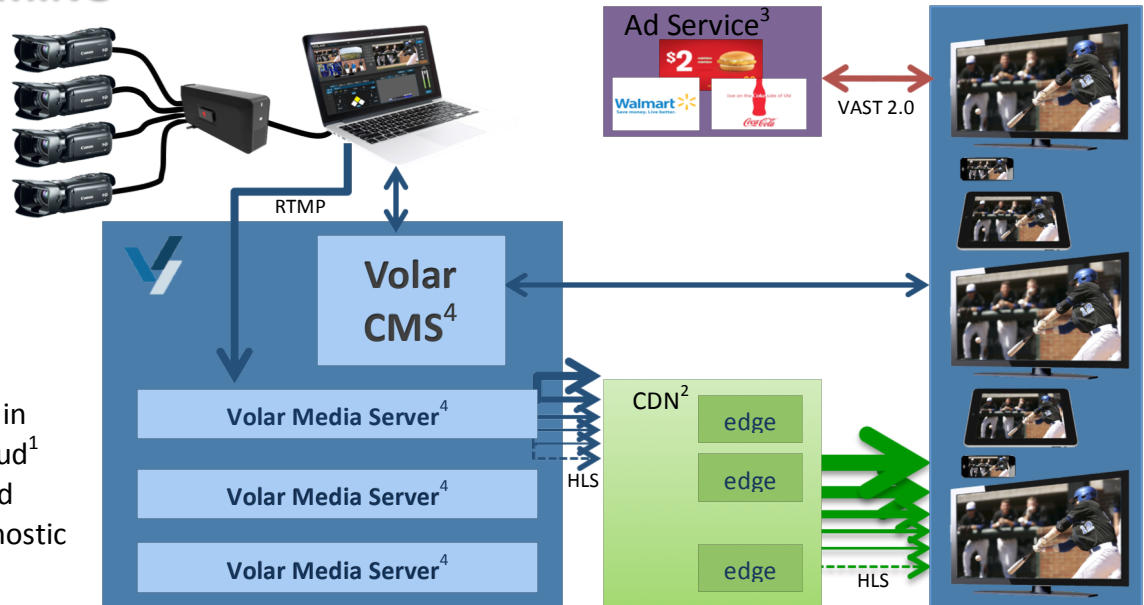
- ✓ Platforms:
 - » Windows, Mac, Linux
 - » Mobile Web
 - » iOS and Android SDKs
 - » Support for 3rd Party OTT Systems
- ✓ Integrated social media share (Facebook, Twitter, Youtube)
- ✓ Integrated clip editor – allows viewers to easily make and share clips from long-form content
- ✓ Geo-block, white/black list by: Zip codes (wild cards), City, State, Country, GeoFence, DMA
- ✓ Network Interstitials: A short, 3-5 second video clip that plays between the pre-rolls and the content used to identify the network (ex: Mountain West Digital Network)
- ✓ Situational Messaging: Ability to post a custom message on non-playable (not live or archived) content. (ex: “This broadcast has been paused due to a rain delay”)
- ✓ UTC heartbeat for Javascript synchronization: player sends a time stamp to the hosting web page. This timestamp can be used by the hosting web page to show game stats in sync with the broadcast.



Full Function APIs and SDKs — ability for clients to integrate their CMS or apps with Volar platform

Real-Time Analytics

- ✓ Total Viewers (live and archive, and uniques)
- ✓ Viewer hours
- ✓ Distribution (OS-version, browser-version, browser-OS version)
- ✓ Player QoS: Rendition, http response, buffering, bandwidth



1. *Compatible with 3rd party encoders. Production Truck or AdTrigger Pro required for mid-roll ad insertion and other advanced features.*
2. *Currently integrated with EdgeCast and CloudFront.*
3. *Requires VAST 2.0 compliance. Currently integrated with DFP and Adap.tv.*
4. *Amazon AWS hosted.*

CUSTOMERS

- ✓ Over 700 high schools and universities/colleges streamed on Volar platform in last 12 months
- ✓ Volar started licensing its live streaming platform to customers in Fall 2013
- ✓ In the last 12 months, 33 universities and other clients paid Volar over \$250,000 in licensing revenue, including:
 - » All 12 universities in the Mountain West Conference: UNLV, Fresno State, Boise State, Colorado State, Hawaii, New Mexico and others
 - » All 10 universities in the West Coast Conference: BYU, San Francisco, Santa Clara, Pepperdine, and others
- ✓ Partnership with EA Sports and Perform/Sporting News for high school and amateur content on Volar-owned team1sports.com

