



[June 16, 2009 08:32 AM Eastern Daylight Time](#)

## **VMIX Expands Akamai Relationship to Serve Growing Online Video Customer Base**

*Now Offers Dynamic Streaming and Enhanced Media Stream Encryption*

SAN DIEGO--([BUSINESS WIRE](#))--VMIX ([www.vmix.com](http://www.vmix.com)), a leader in delivering online digital media, today announced they signed an expanded agreement with Akamai Technologies, Inc. (NASDAQ:AKAM) to provide dynamic streaming and enhanced streaming security to the VMIX customer base.

The agreement secures Akamai's globally-distributed distribution platform as the primary delivery service for VMIX's growing base of media, enterprise and non-profit clients.

“What we have seen with Akamai is a consistent focus on adopting cutting-edge technology as part of their commitment to a superior user experience,” said Greg Kostello, Founder and Chief Technology Officer at VMIX. “Through our close relationship and involvement in Akamai's early-access programs, we've been able to quickly roll out support for new enhancements to our customers. Upgraded Adobe® Flash® media support means we can extend the resulting advances to customers delivering live and on-demand video to their desktop and mobile audiences.”

Kostello added that the agreement signed today brings significant customer benefits. Tribune Newspapers and Broadcast, McClatchy Newspapers, Scion, Penguin, and Raycom Television all demand fast and reliable worldwide content delivery performance, as well as the security and flexibility of the Akamai Edge Network. VMIX will now offer these and other customers new Akamai solutions that have been integrated with VMIX products including Akamai dynamic streaming and enhanced media stream encryption through Akamai's support for Adobe Flash Media Server 3.5.

Dynamic streaming detects fluctuations in the available bandwidth of users' systems, switching seamlessly between high and low bitrate streams to ensure optimal playback quality and no media buffering or delays. This solution enables delivery of a true High Definition (HD) Internet experience for users whose local environments can support it, while offering a dynamic, buffer-free experience that delivers the best picture quality possible when conditions are less than ideal. Enhanced stream encryption adds greater security and high-definition video stream protection. These and related enhancements are made possible by VMIX's rapid integration of recent service upgrades from Akamai.

“As a partner that prides itself on delivering an exceptional user experience, Akamai is looking forward to rolling out these capabilities to VMIX customers,” said Tim Napoleon, Chief Strategist for Digital Media at Akamai. “Delivering a high-quality streaming experience can be challenging for content owners and publishers. Our research shows that offering HD video is mission critical for organizations to stay competitive and maximize revenue streams. That can be hard to do when the processing power of users' systems varies greatly or network conditions are less than ideal. The Akamai dynamic streaming solution VMIX now offers enables the best possible experience for all users.”