

Revolutionary Video Streaming Infrastructure that Reduces Latency Provides Real-Time Streaming from Anywhere in the World



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Interview conducted by:
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CEOCFO: Dr. Birrer, what is PhenixP2P?

Dr. Birrer: PhenixP2P is a video streaming infrastructure provider. We are kind of like the backbone, and we power people that are streaming content over the internet to large audiences. An example would be a baseball game that might be streamed over the internet and consumed on your iPhone or connected television. A company would build the app, the baseball team has the video content, and we pick it up from the camera or the production truck and stream the content to a variety of viewers around the globe. What makes Phenix very unique is the differentiation from traditional video delivery formats that typically take dozens of seconds to upwards of several minutes from the moment the feed leaves the production truck until it can be viewed by the audience. Phenix has developed a platform that reduces that video latency to a matter of milliseconds. We can distribute a stream that might traditionally take minutes and do so in under half a second at broadcast scale.

“Utilizing a platform like Phenix enables our customers to get to market faster and deploy their best engineering resources to build value added features, rather than spending years reinventing video streaming infrastructure technology. We are currently the only company in the market that can deliver video to millions of concurrent viewers while maintaining less than 0.5 seconds of end-to-end latency.”- Tripp Welge

CEOCFO: What have you figured out that allows your technology to be so effective?

Mr. Welge: Imagine the video stream being like traffic and the cars in the streets as data packets that are being chauffeured around from one place to another. In the real world, there are scalability issues in video streaming that are related to infrastructure capacity. Different places in the streets of popular cities may present challenges or congestion, preventing those cars from taking the most optimal route. We engineer technology that is very efficient at directing cars like a GPS to get them to their destination in the shortest period of time. Our platform is like a highway system that can dynamically add new roads as needed to prevent bottlenecks. At the same time, we also build very efficient cars and fuel. That is in a nutshell what can be gained with our video streaming technology.