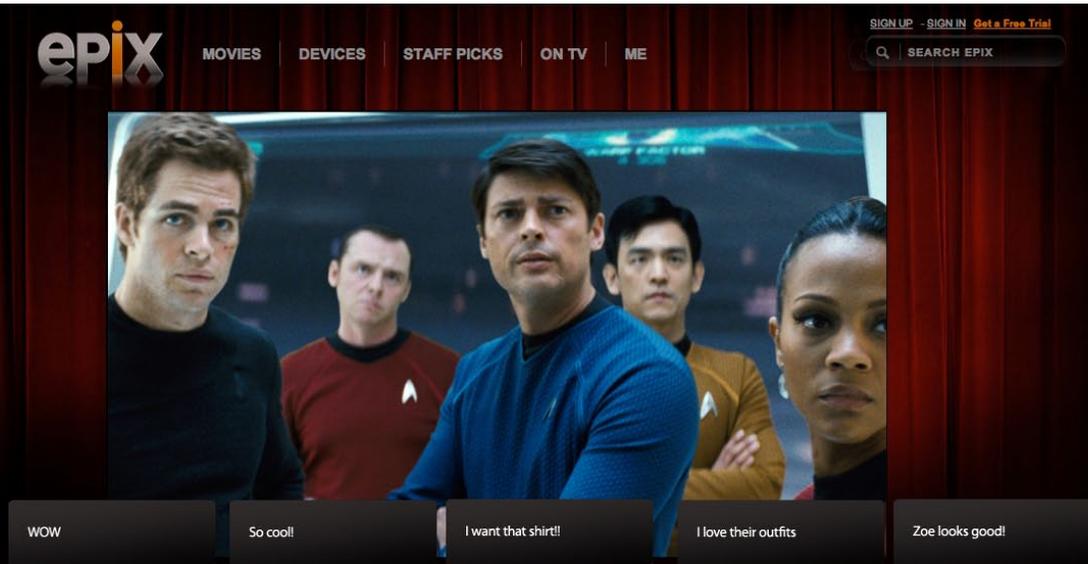


EPIX Big on any screen



EPIX
New York, New York
www.epixhd.com

EPIX drives innovation with the Adobe® Flash® Platform—giving subscribers unprecedented access to premium HD content while connecting with friends, family, and fans on devices everywhere

Audiences across the United States are going to movies, concerts, and all kinds of entertainment when and where they want to—online, on tablets, and on mobile devices. EPIX—a joint venture of Paramount Pictures, Lionsgate, and MGM Studios—is using the Adobe Flash Platform to redefine the way movie buffs consume video across devices. The partnership brings current releases, classics, and original entertainment to all video platforms: linear TV, on demand, online, and mobile. However, EPIX subscribers are not just tuning in; they are sharing premium HD video experiences with friends, family, and fans.

At the crest of the 'TV everywhere' wave, EPIX is leveraging the Adobe Flash Platform to design, build, and execute broadband authentication systems, available to over 30 million U.S. homes through its distribution partners—including Charter Communications, Cox Communications, DISH Network, Mediacom Communications, NCTC, Suddenlink Communications, and Verizon FiOS. Additionally, Netflix members can instantly watch EPIX offerings streamed over the Internet.

“The Adobe Flash Platform drives our differentiation, giving us the easiest, most flexible, cost-effective way to gain unprecedented access to the widest possible audience on emerging platforms.”

Nora Ryan
Chief of staff,
EPIX

Challenge

- Provide premium HD video entertainment to widest possible audience
- Reach consumers across ever-increasing number of platforms and devices
- Maximize development efficiencies

Solution

- Deliver high-quality video experiences that are stutter-free and buffer-free
- Integrate social habits into video consumption
- Offer huge content library through distribution partners

Benefits

- Achieved ability to develop once, tweak for redeployment to new and upcoming devices
- Delivered outstanding user experiences
- Provided high-quality HD entertainment across platforms
- Integrated sharing into video experiences

Toolkit

Adobe Flash Platform. Components used include:

- Adobe Flash Builder™
- Adobe Flash Player
- Adobe AIR®
- Adobe Flash Media Server
- Adobe Flash Professional
- Flex framework

Adobe technology provides EPIX with the tools to distinguish itself on the multiscreen video landscape. “The Adobe Flash Platform drives our differentiation, giving us the easiest, most flexible, cost-effective way to gain unprecedented access to the widest possible audience on emerging platforms,” says Nora Ryan, chief of staff at EPIX. The superior quality and highly accessible delivery of EPIX video experiences have drawn in cable, satellite, and telco distribution partners because the unique EPIX services enhance its partners’ value propositions.

The bundled subscription to EPIX offers access to a large selection of high-definition movies and original programming across multiple platforms: a suite of TV channels (EPIX, EPIX2, and The Three from EPIX); set-top on-demand service; EpixHD.com, a leading Internet destination for movies, which showcases a lineup of more than 3,000 feature films; and on a growing collection of mobile devices.

Social debut

Employing social viewing as an ongoing feature of its service, EPIX taps into a new dimension through Screening Room: Watch With Friends—the feature that powers social viewing rooms on EpixHD.com. This innovative capability transforms the typically insular experience of watching movies online into a social event, tailoring the activity into viral, interactive, and engaging gatherings.

By simply sending a link via IM, e-mail, or any social media outlet, customers can invite up to four people—EPIX subscribers or not—into a private screening room to share a video experience, as well as chat, comment, and interact. It’s analogous to inviting a non-subscriber into your home to watch a movie with you, only now viewers can be located anywhere. When the host presses play, pause, or other controls, the movie responds that way for everyone as if they were sitting in the same room.

As well, the Screening Room feature enables EPIX to stage large-scale, live, interactive events, movies, and concerts that bring fans together and enables them to interact in large groups.

Rapid portability to emerging platforms

In order to deliver such deep content beyond the web, EPIX is building a library filled with multiple versions of its available movie titles, each one encoded for delivery to a specific platform. For optimal delivery, display, and security of video content to tablets, set-top boxes, and mobile, using the Adobe Flash Platform is key.

The Adobe Flash Platform provides EPIX with tools to distinguish itself on the multiscreen video landscape by providing the easiest, most flexible, cost-effective way to gain access to the widest possible audience on emerging platforms. EPIX leverages Adobe Flash Professional, Adobe AIR, Adobe Flash Media Server, the Flex development environment, Adobe Flash Builder, and Adobe Flash Player for deployment on tablets, set-top boxes, and mobile.



“The Adobe Flash Platform is fueling our momentum. Its greatest advantage is that it extends our reach with little to no development effort. When we port an application to a new platform, there is no technical heavy lifting involved.”

Marc Goldberg
Chief technology officer,
EPIX

“The Adobe Flash Platform is fueling our momentum. Its greatest advantage is that it extends our reach with little to no development effort. When we port an application to a new platform, there is no technical heavy lifting involved,” notes Marc Goldberg, chief technology officer at EPIX. He adds that working in the Flash platform environment is the most secure way to help ensure that content belonging to EPIX partners remains proprietary, integral to the venture’s success.

The EPIX family of applications leverage Adobe Flash Professional, Adobe AIR, Adobe Flash Media Server, the Flex® development environment, Adobe Flash Builder, and Adobe Flash Player for deployment on tablets and set-top boxes. In addition, the applications run on an array of tablet and touch environments including the Android™ platform on the Motorola XOOM and Samsung Galaxy Tab, Logitech ReVue with GoogleTV, Boxee Box, the BlackBerry® PlayBook™, and Samsung Smart TV platform.

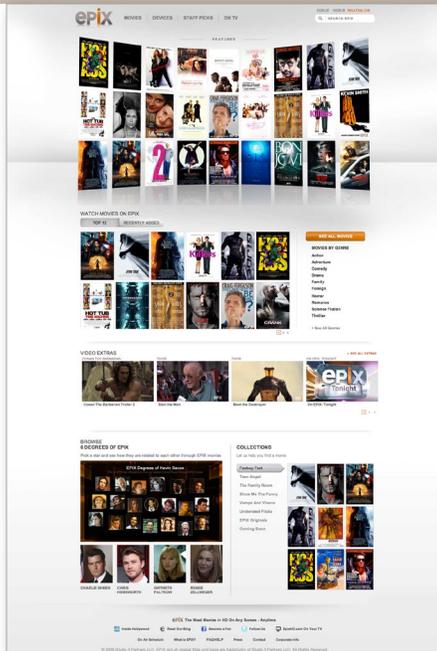
Common to all devices is the EPIX video player, which relies on the powerful server-side capabilities of Adobe Flash Media Server to stream video to the Adobe Flash Player in levels ranging from 500 Kbps to 3 Mbps. The player adapts and adjusts the quality of the source video, which is located on Akamai Technologies’ content delivery network, to the speed of the subscriber’s broadband connection, making such measurements every 10 to 12 seconds. The result suits consumers’ number one requirement to a tee: stutter-free, buffer-free streaming of high-quality HD video.

As EPIX continues to port applications to new devices, it turns to technology partner Ensemble, a leading software development firm and a valued Adobe Solution Partner. Wherever video consumers want entertainment next is where Ensemble will build apps for EPIX that are distinctively simple, compelling, and intuitive.

Ray Blaak, chief technology officer at Ensemble, weighs in on the development efficiencies that the Flash Platform offers in rapidly delivering great applications because 99% of code serves a common base for additional development and deployment needs. Recently, Ensemble completed an EPIX application for deployment on the relatively small, multi-touch screen BlackBerry PlayBook tablet in approximately two weeks, a fraction of the time it would take porting an application using any other technology. The basic application display and server interactions were reused as is; the primary work was to enhance a keyboard-only application to accept touch inputs. Deployments to other tablets such as the Samsung Galaxy or the Motorola XOOM were then able to be made immediately, requiring little more than a rebuild and deployment.

“Setting up the code base in Flash libraries organized specifically for devices, results in massive productivity gains,” says Blaak. “For example, if porting to Objective-C, we would have to develop an entire new code base from the original application, doubling the work. For developing natively on ten new devices, that would mean ten times the work. Using Flash and Adobe AIR lets us have portable code.”

The EPIX library—filled with multiple versions of its available movie titles, each one encoded for delivery to a specific platform—uses the Adobe Flash Platform for optimal delivery, display, and security of video content to tablets, set-top boxes, and mobile.



"In our earlier years, Adobe technology enabled us to become a market leader in the online premium entertainment space with EpixHD.com. Now, we continue to use Adobe solutions as platforms proliferate and people seek access to their favorite entertainment on an ever-expanding list of devices."

Nora Ryan
Chief of staff,
EPIX

Ubiquitous runtimes, valuable relationships

The ubiquity of the Adobe Flash Player—already installed on 98% of the world's Internet-connected computers—is key to EPIX's commitment to the Flash Platform. In addition, the Adobe AIR runtime allows EPIX to package Adobe AIR applications for deployment on TV, starting with the Samsung Smart TV platform.

"The interoperability between Flash Player and Adobe AIR is what makes a great story, especially when it comes to mobile and tablets," says Blaak, as an increasing number of clients are requesting mobile apps for a variety of platforms, including Android, in addition to touch tablet apps. "The Adobe AIR runtime uses the same API as Flash Player, independent of device. Any device that supports Adobe AIR will run Adobe AIR for TVs with just minor code tweaks," he says, adding that this is a textbook example of what Flash Player does.

Looking back as well as forward, Ryan notes that the relationship between EPIX and Adobe has been longstanding, and is perfectly positioned for future success. "In our earlier years, Adobe technology enabled us to become a market leader in the online premium entertainment space with EpixHD.com. Now, we continue to use Adobe solutions as platforms proliferate and people seek access to their favorite entertainment on an ever-expanding list of devices," she says.

For more information

www.adobe.com/flashplatform
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