Elemental Technologies
Sam Blackman, CEO and Co-founder
Company Background

- **Financing**
  - $14.6M in two rounds from top-tier venture capital firms

- **Partners**
  - Adobe, HP, In-Q-Tel, Lenovo, Microsoft, NVIDIA

- **Markets**
  - Online and mobile video distribution
  - Broadcast and post-production
A History of Innovation

- Inventor of GPU-accelerated video encoding
  - 2008: World’s first consumer GPU-accelerated video transcoder
  - 2008: World’s first professional GPU-accelerated NLE encoder
  - 2009: World’s first enterprise GPU-accelerated VOD transcoder
  - 2010: World’s first enterprise GPU-accelerated live encoder
  - 2010: World’s first live streaming 1080p HD 3D demonstration
The Video Opportunity

Global Consumer Internet Video Traffic ‘08—’13E CAGRs (PB per month)

Source: Cisco Visual Networking Index: Forecast and Methodology, 2008-2013 (June 2009)
Challenges

- Formatting video for multi-screen delivery is brutal
  - Current CPU-only solutions require vast numbers of high-TCO servers
  - Consume enormous capex, power, HVAC, and plant footprint
  - Complicated, non-intuitive user interfaces
  - Slow encoding speeds, especially for HD and 3D
Elemental’s Solution

- Massively parallel video processing systems

<table>
<thead>
<tr>
<th>Elemental™ Server</th>
<th>Elemental™ Live</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Function</strong></td>
<td><strong>Function</strong></td>
</tr>
<tr>
<td>File-based transcoding for video data centers</td>
<td>Live encoding for online and mobile delivery</td>
</tr>
<tr>
<td><strong>Launch</strong></td>
<td><strong>Launch</strong></td>
</tr>
<tr>
<td>Q4 ’09</td>
<td>Q2 ’10</td>
</tr>
</tbody>
</table>
Performance Benefits

- A single Elemental system can perform ....
  - 10 concurrent real-time 720p encodes
  - 4 concurrent real-time 1080p encodes

1 Elemental Live = 5 CPU-only systems

= 1080p
Don’t Just Take Our Word For It ...
What’s on tap?

- Fermi support!
- Enable the next generation of multi-screen video
- Make 3D delivery an affordable reality
- Solve the “analog dollars to digital dimes” dilemma
- Drive parallel processing into the entire video ecosystem
Thank you

ANY VIDEO
ANY SCREEN
ANY TIME
ALL AT ONCE

MEDIA MULTIPLIED™