Misi Tech inc.

MISI
Smart Direct TV Streaming Platform

A world where consumers are in control

MISI is a smart GPU based direct-to-consumer TV streaming platform, offering a carefully crafted omni-screen experience that combines personalized content with equally compelling social and gamification techniques, tailored to an individual viewer's stated and implicit preferences.

Driving innovation beyond the traditional studio system, MISI graphic engine allows smart enhancement of graphical features in video streams, as they are played on end-user devices. MISI is offering an end-to-end solution for real-time graphic control, enabling customization of the look and feel of the content by both the producer and the consumer.

MISI content discovery optimization combines the power of GPU-based search engine with real-time content analyzation, so that content is pushed to the broadest possible audience at the right time. MISI triggers content experiences based on a viewer's location and the screen they are looking at.

MISI smart streaming platform measures engagement and captivation across not just multiple platforms, but also multiple screens; MISI analyzes data across the entire grid with no delay, delivering deeper engagement and proving incremental value to brands.

PLATFORM OVERVIEW

Bare-metal NVIDIA Tesla P100 GPU Server

Hybrid-cloud distributed streaming service

Hybrid-cloud distributed storage

Direct TV streaming and sales channels

Integrated 4K artistic camera

Stream live using installed IP cameras

Full Location services and geo-tagging

Powerful map based search engine

iOS, Android and Linux on GPU devices

Top Challenges for B2B Content Marketers

Challenge	%
Producing engaging content	60%
Measuring content effectiveness	57%
Producing content consistently	57%
Measuring the ROI of content marketing program	52%
Lack of budget	35%
Producing a variety of content	35%

❝ enhance the social experience through multiple streams and audience engagements while combining personalized data ❞

Hybrid-cloud content delivery platform

Personalized content in a world of limitless choices

In a world of limitless choice where almost anyone can acquire, create, and distribute interesting content, where 4K becomes the norm and resolutions grow exponentially, where content often lacks proper-worded description, real-time intelligent processing of the content is imperative. With core IT technologies such as live streaming and real-time production, no content is out of bounds and a need arises to leverage this technological revolution to its fullest.

MISI takes content creation and media optimization far and beyond. Based on a powerful GPU content optimization engine, MISI provides the consumer access to the content anywhere they go, with the same quality and resolution - on their smartphone, tablet, TV and even VR-set, while giving the content provider a consolidated measurement of engagement and captivation.

MISI offers a deeper engagement with the content experience itself by allowing the viewer to manipulate colors of incoming 4K video streams in real time, while preserving original stability and quality, creating a personalized viewing experience, which is seamlessly connected across all devices. As viewers increasingly want to be part of the experience, MISI allows active direct communication with users, making the experience even more personal and leading to deeper connections. Great content is everything, but great content with a personal connection is unbeatable.

Content engagement optimization and beyond

Content distribution across multiple channels, platforms and devices, requires technology integrations that format content for each; when executed manually, multi-platform distribution is a tedious, time-prohibitive process, rather than a seamless one. MISI provides one place that can store, sort, distribute, and measure engagement of content initiatives across the entire end-user device grid.

MISI Business Rooms is a content distribution service, which allows to easily share new media based on content location and privileges. MISI Business Rooms exposes content to multiple platforms from one place by adapting the format and structure of the content in real-time, automatically. MISI Business Rooms gives an easy way to create orchestrated multi-devices experiences while each room is administered automatically with its own user privileges.

MISI Business Rooms enables live-broadcast combined with built-in chat, merging live viewing with shared social experiences. As the viewing landscape grows more and more fractured, a well-cultivated, data-driven social experience drives more consumption back to the "event" window, making people feel included in something larger than their living room, while continuously aggregating engagement information for the content provider.

MISI BUSINESS ROOM

Direct to consumer TV and sales channel

Public and private MISI rooms

Live-broadcast using installed video cameras

Play lists and shuffle

Media permissions and privileges

Web API with Geo-tagging

Chat in public and private MISI rooms

Location services and map based search

Expose content to people around it

Smart "Bot" for automatic room administration

Good customer relationships are data-driven

Creation of valuable content is just the first step to success; the looming challenge is having an easy way to publish and distribute this content to all consumers on every device, then confidently measure the content's ROI across many different places. MISI allows broadcasters to own the end-to-end customer relationship, giving them the ability to trigger interactive events based on the viewed content, viewer's location and used device. MISI is integrated with the biggest cloud providers, including Oracle, Microsoft, IBM and Google, to seamlessly collect streams from different sources into a unified linear viewing experience; MISI automatically creates playlists tailored to the viewer's stated and implicit preferences, providing a harmonious mix of proprietary and promoted content.

nVIDIA.
INCEPTION PROGRAM