

“We did extensive research on the competitive set and chose Blue Falcon for their superior technology, but we were equally impressed with their high level of customer service and technical support.”

– Brendon Cassidy
CTO
Radio Free Virgin

The BFN Live™ Advantage

- » Dramatically reduced streaming bandwidth costs
- » Instant cost effective scalability
- » Secure, high quality delivery
- » Fault tolerant, self-healing, networking with real-time intelligence
- » Seamless and simple integration

Delivering Live Audio and Video Webcasts to Large-scale Audiences at the Lowest Cost.

Blue Falcon's BFN Live™ is a software-based, content delivery solution that enables streaming content providers and radio broadcasters to instantly scale their live or recorded webcasts at dramatically reduced bandwidth and infrastructure costs. Using proprietary distributed networking technology, BFN Live off-loads and decentralizes demand on the central servers by capturing and utilizing unused bandwidth of the listeners/viewers in the network. The result is scalable webcasting with a dramatic reduction in bandwidth costs.

Customer Benefits

Dramatically Reduced Bandwidth Costs

Unlike “in-house” and “edge network” streaming delivery alternatives, BFN Live is a software-based solution. Using proprietary distributed networking technology, BFN Live creates an intelligent, reliable, and secure distributed network. The result is reliable streaming delivery at dramatically lower costs.

Instant Cost Effective Scalability

Each viewer of the webcast “reflects” the stream to one or more other viewers. This allows the available bandwidth to scale with the popularity of the webcast, making it the most efficient means available to deliver live streaming media. Larger audiences can be reached with fewer resources while costly mistakes in predicting actual bandwidth needs are eliminated.

Real-Time Client Level Quality Control

Stream quality is monitored in real-time at the client level using core quality metrics such as packet loss, jitter, packet delay, and rebuffering rates. If an individual viewer begins to receive a damaged stream, he is redirected to one of the hundreds or thousands of other redundant network nodes for a healthy stream before he experiences any actual degradation in stream quality. This allows for unprecedented quality control at the viewer level.

Reliable and Secure Streaming

Reliable: The load on origin servers and existing infrastructure is significantly reduced. This enables better accommodation of flash/peak crowds while maximizing the number of viewers who are actually able to receive the webcast.

Secure: Streams are digitally signed before they enter the distributed network, ensuring secure delivery from the content owner to the end user. Digitally signed URLs provide the highest level of security while providing the most efficient system of delivery (vs. encrypted streams which are slower and can compromise network performance). Additionally, content is not cached on the client machine.

Partners and Customers



KKLA COMMUNICATIONS GROUP*

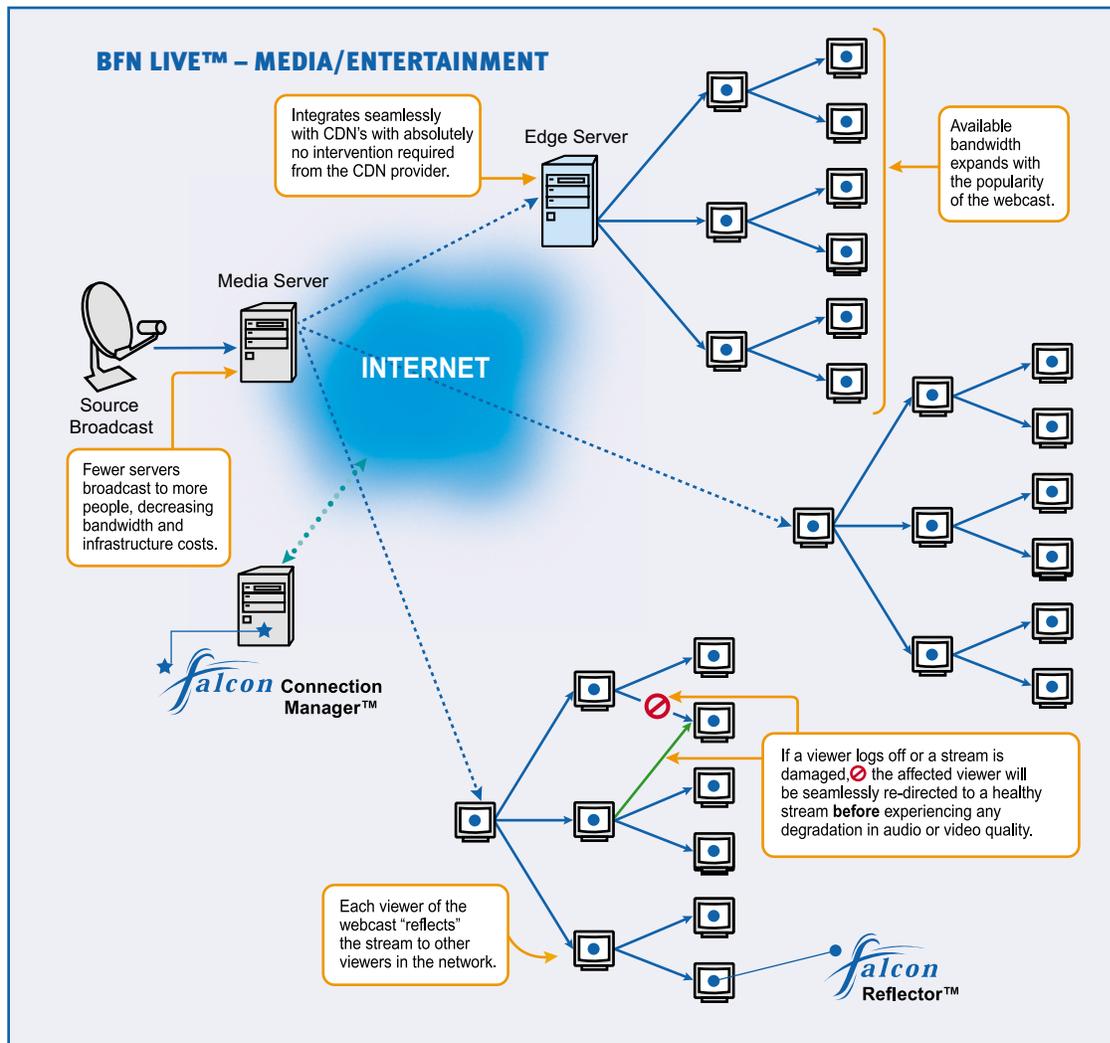
*An Affiliate of Salem Communications



304 S. Broadway, Ste 596
 Los Angeles CA 90013
 P 213.617.6900
 F 213 617.7610
 www.bluefalcon.com
 sales@bluefalcon.com

How it Works

Blue Falcon's BFN Live enables "virtual multicasting" without the traditional multicast infrastructure. Streams are essentially served from one viewer to other viewers in the network. BFN Live is both a complement and alternative to existing streaming delivery technologies and offers cross-platform, seamless integration, while supporting all major media players.



falcon Connection Manager™

- The heart of the BFN Live distributed networking software system.
- Through direct communication with the Falcon Reflector, creates a dynamic, secure, self-healing distributed network.

falcon Reflector™

- A very thin plug-in.
- Allows each viewer to reflect the stream to other viewers in the network via unused upstream bandwidth capacity.
- Sends real-time client-level resource and stream quality metrics back to the Falcon Connection Manager for real-time network optimization.