

The Innovative Layer 7 Content Routing Technology for Intelligent Media Delivery and Distribution

Features and benefits

- **High quality delivery:** Achieve high-performance delivery of rich media streams and web content, leading to a dramatic improvement in customer satisfaction
- **Content Acceleration:** The transmission latency of web content from origin web server is reduced by serving from ISG
- **Intelligence:** Patented, sophisticated content routing technology ActiveRoute™ leads to unmatched software intelligence
- **Multi-format support:** Support all popular media formats (RealNetworks RealPlayer™, Microsoft Windows Media Technology™, Apple QuickTime™)
- **Bandwidth savings:** Cut bandwidth usage by significantly reducing the number of connections and requests to the origin streaming server
- **Monitoring and manageability:** Come with ISG Administrator, a user-friendly web-based management and configuration package
- **Flexibility:** Available as network appliance solution for flexible deployment on any IP based
- **Simple and cost-effective deployment:** Offer all the above benefits in one tiny compact package. Much lower total cost of ownership than competitors

Transmission of bandwidth-intensive media on the Internet is becoming a common application. To meet the stringent quality and response-time requirements demanded by consumers, a mechanism is needed to efficiently and intelligently distribute content over the network. SinoCDN derives a powerful content routing platform with full consideration of the behaviour of streaming. It enables a network/CDN to broadcast high-quality live and on-demand streaming media, and deliver web content scalably, reliable, efficiently, and cost-effectively.

Quality streaming

The ISG solves the most complicated content delivery problems by providing high-performance, seamless media streaming for today's network. Since the bandwidth usage on the WAN and the media server loading is reduced drastically, better quality streams can be delivered over the network without congestion.

Intelligent Content Routing: ActiveRoute™

ISGs can communicate with each other to form a distributed intelligent network by the proprietary patent-pending technology ActiveRoute™. This technology enables intelligent content-aware routing on the network core. The content delivery path passing through the ISGs is established based on network latency, loading and bandwidth availability. It is imperative particularly for multimedia which is highly delay sensitive. Compared to other systems, which focus on web performance, we offer the platform to optimize the delivery of multimedia across networks.

Intelligent Streaming Gateway™

The Innovative Technology for Intelligent Media Delivery and Distribution



High-performance web caching

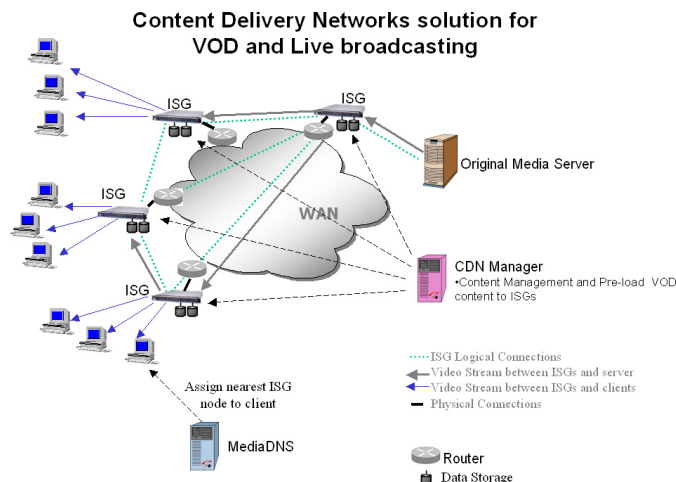
Other than rich media streaming, ISG can be used as static web caching machine. It can be deployed between end-users and web server to reduce the access delay and WAN bandwidth usage. Moreover, a distributed caching system can be built by ISGs for efficient web content distribution.

High throughput performance

Enterprise central offices, Internet data centers and ISPs, ICPs, or CDN core/backbone network providers are ideal users for ISG because of its unmatched performance, high scalability and extreme reliability. It supports up to Gigabit Ethernet connections for high volume of data transmission.

Monitoring and manageability

ISG can be easily managed and monitored using ISG Administrator, a web-based management software package. ISG Administrator allows the network administrator to configure, monitor and manage individual ISG in a user-friendly and easy way. Moreover, a CDN built with ISGs can be managed by another appliance solution, CDN Manager, which provides comprehensive network and content management for operations.



Deployment scenarios

Media streaming and web caching

ISG can be deployed as a streaming media proxy or web cache on the network. End-users obtain rich-media or web content from ISG rather than directly connecting to the original servers. The network and server capabilities are significantly scaled up while reducing access delay.

Intelligent content routing on the core

ISG can be deployed on the network core for intelligent content-aware routing. ActiveRoute technology in ISG enables service providers to optimize the network performance by routing users to the best server in a globally dispersed content server network using real-time, best path analysis.

A CDN built with MediaDNS and CDN Manager

A complete Content Networking Solution can be built by integrating SinoCDN products - ISG, MediaDNS and CDN Manager. MediaDNS takes the role of request routing and server load-balancing. ISG performs intelligent content routing and content distribution; while CDN Manager acts as the management platform for the CDN and content.

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