PUBLIC VERSION

CX-1219C

Message

From: Christopher Carper [ccarper@microsoft.com]
Sent: 2/23/2009 7:25:20 PM
To: Greg Smith [gsmith@movenetworks.com]
Subject: RE: Smooth Streaming

I can't stop the development efforts we need to compete with [redacted]. More reason for us to align engineering efforts and make sure we are beating to the same drum. We have a great story with your services, just need to get it out there.

C

From: Greg Smith [mailto:gsmith@movenetworks.com]
Sent: Monday, February 23, 2009 2:23 PM
To: Christopher Carper
Subject: Re: Smooth Streaming

Thanks. Fuel to the fire. Every time I get heads to cool even a little....

On 2/23/09 1:24 PM, "Christopher Carper" <ccarper@microsoft.com> wrote:

I just wanted to give you a heads up that today we will be announcing our smooth streaming beta. Here are the key messages that will go out with that announcement. [redacted].

C

Key Messages

- **Microsoft is releasing a beta of Smooth Streaming, an Internet Information Services (IIS) 7.0 extension**

[redacted]

- **Smooth Streaming delivers the best possible consumer media experience and revenue opportunity for content distributors**

[redacted]

- **Get Started Today**

o See it in action, courtesy of CDN partner Akamai:
http://www.smoothhd.com <http://www.smoothhd.com>
o Download the Smooth Streaming beta extension:
http://www.iis.net/media
o Start encoding for Smooth Streaming with Microsoft Expression Encoder 2 SP1
Learn more: www.microsoft.com/expression <http://www.microsoft.com/expression>
Use the Silverlight 2 media player templates that ship with Expression Encoder 2 Service Pack1 (SP1) for a Smooth Streaming-enabled Silverlight media experience

CONFIDENTIAL BUSINESS INFORMATION

PUBLIC VERSION

What is Smooth Streaming?

[redacted]

What is adaptive streaming?
Adaptive streaming is an HTTP-based delivery technique that switches between media streams of different bit rates and resolutions without buffering, based on a client's specific network and CPU conditions. Media content is typically delivered from a Web server that hosts multiple quality versions of a media asset.

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