









Creating future-proof media solutions.

Let Luxoft solve your toughest media challenges.

Luxoft’s media and video engineers have been developing solutions for global clients for over 25 years. Our 300+ media application developers and video engineers have performed projects ranging from optimizing video codecs for GPU use to development of set-top-box (STB) application software and complex video and imaging content management systems.

Luxoft Media Capabilities

<p>Offering</p> <div data-bbox="159 1305 363 1570">  <p>Content delivery</p> <p>Content analysis, distribution and conversion</p> </div> <div data-bbox="159 1585 363 2054">  <p>Interactive media experience</p> <p>Custom consumer HW and personalized content</p> </div>	<p>Capabilities and expertise</p> <div data-bbox="416 1305 767 1570">  <p>Multimedia platform SW</p> <ul style="list-style-type: none"> • OTT and broadcasting VOD platform • Cloud-based video processing </div> <div data-bbox="783 1305 1078 1570">  <p>Middleware and SDK</p> <ul style="list-style-type: none"> • IoT connectivity • Video/ads content management • Multi-channel publishing </div> <div data-bbox="1094 1305 1437 1570">  <p>CODECS development and optimization</p> <ul style="list-style-type: none"> • Codec development • HDR support integration • HW integration and optimization • GPU and HW HEVC • RAM, CPU </div> <div data-bbox="416 1585 767 2054">  <p>Consumer applications and integration</p> <ul style="list-style-type: none"> • Consumer applications and integration • Performant OTT and broadcast streaming • Content consumption and management with flexible workflows • HW/SW platform integration <ul style="list-style-type: none"> - Custom STBs - Smart TV and dongles - Rich mobile clients </div> <div data-bbox="783 1585 1078 2054">  <p>Intelligent applications</p> <ul style="list-style-type: none"> • Image/video object recognition • Personalized content recommendation • Intelligent robot assistant and concierge </div> <div data-bbox="1094 1585 1437 2054">  <p>Data insights and analytics</p> <ul style="list-style-type: none"> • Targeted dynamic ads • Content recommendation system • Viewership data collection • Viewership and activity real-time analytics via big data </div>		
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Luxoft Media Solutions

Video codec systems – reducing CPU usage without hurting performance

Luxoft has developed multiple video encoding systems and has a strong practice in performing support and maintenance of video codecs, including VP9 and AV1. Luxoft has developed their own version of the AV1 video codec specifically optimized to run on the GPU instead of the CPU, freeing up CPU cycles to ensure a stable and optimum user experience without sacrificing the network performance benefits of AV1. We have seen a 30% reduction in CPU utilization while running our AV1 codec in production and live on millions of devices today.

Content management and distribution

Luxoft has developed content management and distribution platforms for media providers of all kinds. Whether it is a large, centralized data warehouse of stock images or complex video workflows, Luxoft can ensure that your content is managed and distributed efficiently and securely. Let Luxoft use analytics and ML/AI techniques to create new advertising insertion for real-time and scheduled playback.

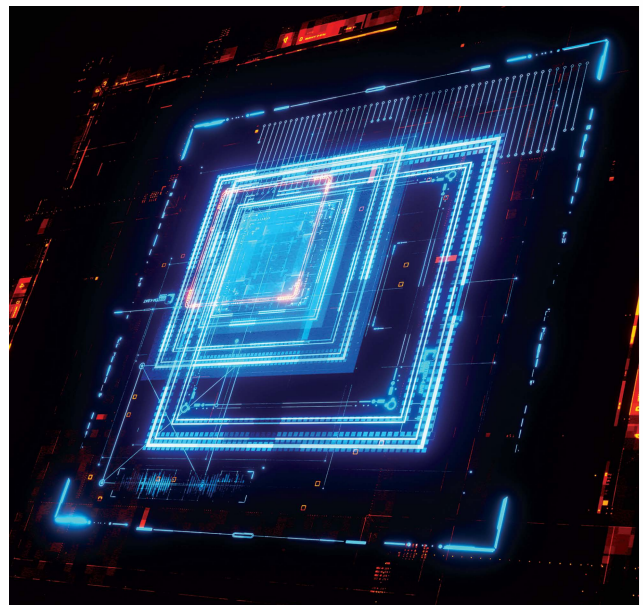
Custom embedded applications and devices

Luxoft has the experience and capability to develop all forms of custom embedded applications. We do embedded software for specialized hardware applications, custom routing and distribution protocols. We have been the STB software supplier to one of the industry's largest cable and satellite media distributors, supporting linear, streaming and pay-per-view applications.

Real-time analytics and prediction engines

No user experience is complete without a great recommendation engine. Subscriber retention

is key in an era with low subscriber growth rates and high churn, and a great recommendation engine is the best way to keep subscribers engaged and focused on your content. In addition to technical media application development services, Luxoft is also a leading provider of analytics application development for media customers. We have the skills and experience to support all aspects of large-scale and near-real-time analytics for media customers.



Contact us to find out more:

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