



2020 Company Profile

Broadcast | OTT | Storage | Digital Signage

VER
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MEDIA PLC

About Us

Versavvy Media PLC is a media solutions, integration and support services company based in Addis Ababa, Ethiopia. We realize that for us to prosper, we need to be flexible and responsive to our client's everyday needs. Founded in early 2020, Versavvy's goal is to provide leading media and communications technology solutions with exceptional personal service and support.

Our Mission

To design, integrate and support cutting edge media and communication technologies for a connected world.

Versavvy Media Solution Offerings

Broadcasting



Playback & Editing



Automation



Routing
Compression
Processing

Storage



Data Centre
Infrastructure



Digital Asset
MGMT



Cloud Storage

OTT



Encoding
Transcoding | Packaging



Edge Server
Dynamic Ad Insertion

Digital Signage



Digital Signage



Video Wall

Markets & Services

- Broadcast Control Room Solutions
- Digital Signage | Outdoor LED
- Enterprise IPTV Solutions
- OTT Solutions
- AV & Business Conferencing Solutions
- Website Design
- Consulting Services
- Design Build Services
- Installation & Integration
- Maintenance Service and Support
- Training

Versavvy Broadcast Solutions

Versavvy Media is a trusted broadcast solutions provider, delivering turnkey broadcast facility systems, fly packs, and control room solutions in either SDI or IP formats. Versavvy Media provides equipment and technology solutions to help broadcast, video and AV professionals create, design, deliver and display their media and message.



Versavvy Broadcast Solutions Offerings

Broadcast Infrastructure Solutions

- Facility Signal Distribution
- Facility Processing
- Advanced Audio Processing



Content Management Solutions

- Channel Payout
- Content Management
- Live Log Integration



Content Creation Solutions

- News Production
- Live Streaming
- Studio Production



We understand the challenges supporting all types of live production- bringing our collective install experience to your next broadcast installation or systems upgrade



Versavvy OTT Solutions

Video on Demand



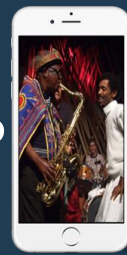
Dynamic Ad Insertion



Cloud DVR



Ad Management



Versavvy OTT Streaming Offerings

Versavvy Media supports video service providers deliver the highest quality video to their customers anywhere, any time and on any device. Our goal is to provide solutions with minimal cost and impact on our clients network infrastructure. Our provided solutions supports all the latest multi-screen streaming formats, so that video can reach all consumer devices.



Full Head-End OTT Solutions

- Head-end content is transported into the ABR domain in traditional IP multicast traffic.
- The Adaptive Transcoder will take the IPTV content and convert the MPEG traffic into multiple IPv4 unicast streams. Each stream is compressed into different bandwidth packages for ease of delivery across various access networks.
- The ABR Packager ingests the multiple bandwidth profiles and converts the streams into a defined format for the end users' media player.
- The Web Origin Servers receive the content that is converted from the Transcoder/Packager and store the files directly within the web directory.

Versavvy Storage Solutions

Enterprise Storage



Media and entertainment



Communications
and networking



Turnkey Solutions for On-Premise Deployments

- **Enterprise storage**

- Storage for applications that include data management, virtualization and enterprise backup and recovery solutions.

- **Media and entertainment**

- For applications that include graphics and branding, video editing, playout servers and video archiving.

- **Communications and networking,**

- For applications that include unified communications, wide-area networking and virtual customer premise equipment.



Versavvy Digital Signage Solutions



Digital Signage Manager

Monitor Play Out and Distribute Content to Digital Signage Network

- Send schedules to players
- Monitor network status and view play out for any player
- Deliver software updates remotely to players
- Manage players and content

Digital Signage Traffic Manager

Target Content to Specific Players and Screen Regions and Manage the Business

- Comprehensive business solution for digital signage
- Target content to any combination of players with campaigns and player tags
- Build and schedule content rotations
- Generate performance reports and bill advertisers

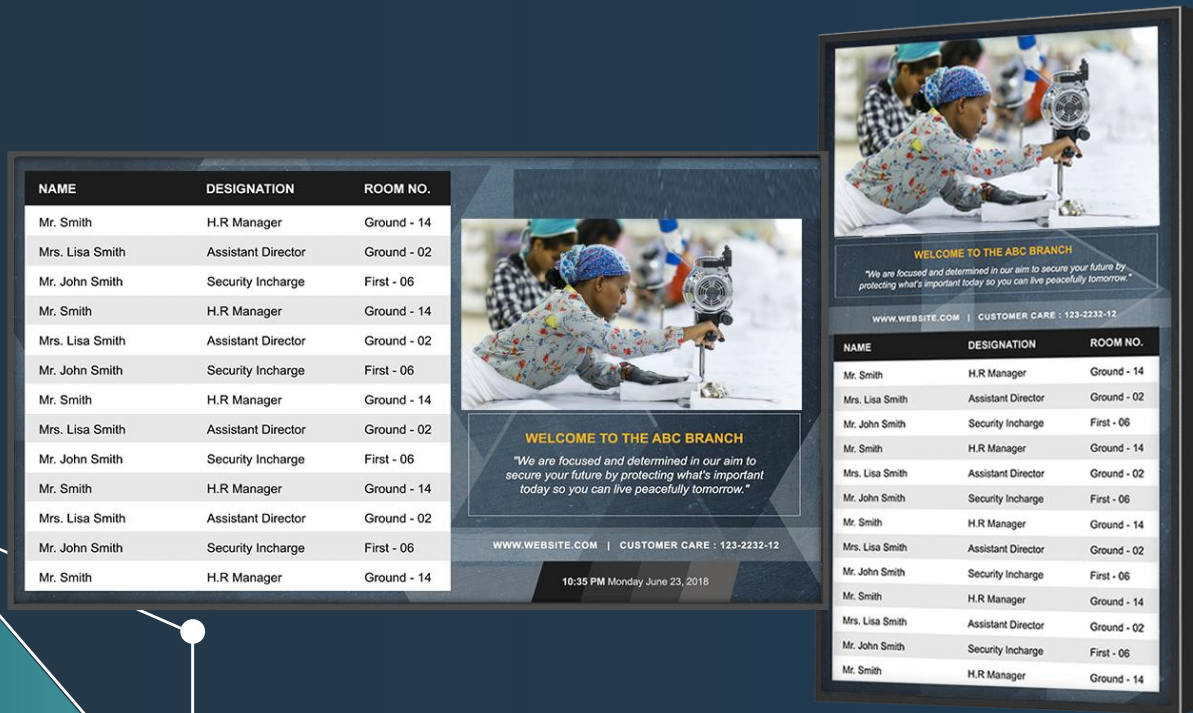
Digital Player/Creator

Play Content and Return Results for Tracking Purposes

- Build eye-catching screen designs with multiple, overlapping video regions
- Automatically create schedules based on traffic campaigns
- Store content and play on-demand
- Track and deliver proof-of-play reports

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AFRICA AVENUE

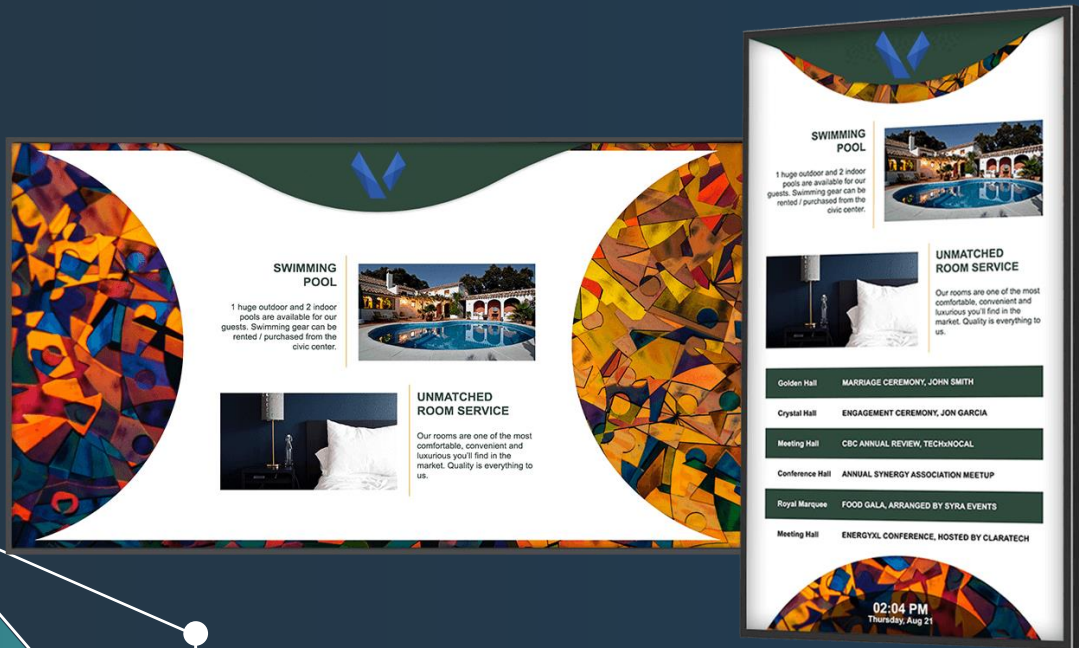
Versavvy Signage Solution Offerings



Versavvy Media's digital signage solutions showcase ads, videos, and other information in a dynamic way. Our clients can leverage digital signage for everything from marketing products in a retail store to sharing productivity metrics with employees.

Digital signage is more than just a pretty picture. When done well, it can impact important business metrics

Versavvy Signage Solution Offerings



Digital advertising offers the opportunity for integrated plans and the same flexibility for contextually relevant and timely information. Engage customers where they are with our proven content, deployment, and monitoring solutions.

With Versavvy Media's digital signage solutions you have full control over content and what each screen is displaying. From sending valuable information to screens, to sharing live local news and weather forecasts, digital signage can serve as your digital customer service representative.

Versavvy Advantage Program



For each engagement, we dive deep to understand your businesses goals and focus on how we align those goals against your operational objectives. We look at technology as a tool to support your operations. In many cases, a smart balance of process, and carefully selected solutions combine to allow us to deliver technology that meet or exceed your expectations.

As part of the Versavvy Advantage process, we provide our customers with a portal where they can review the project schedule and project status in real time.

Versavvy Professional Services

Our team takes a best practices approach for each client, resulting in a custom-tailored solution to meet your specific objectives. Versavvy provides an encompassing range of services, from complex turnkey systems builds to simple upgrades, additions, and retrofits. Our goal is to take your vision and make it a reality. In engineer speak, we turn your project requirements into Statements of Work & CAD plans.



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