VELOCIX™

Velocix's CDN powers multiscreen growth at TELUS
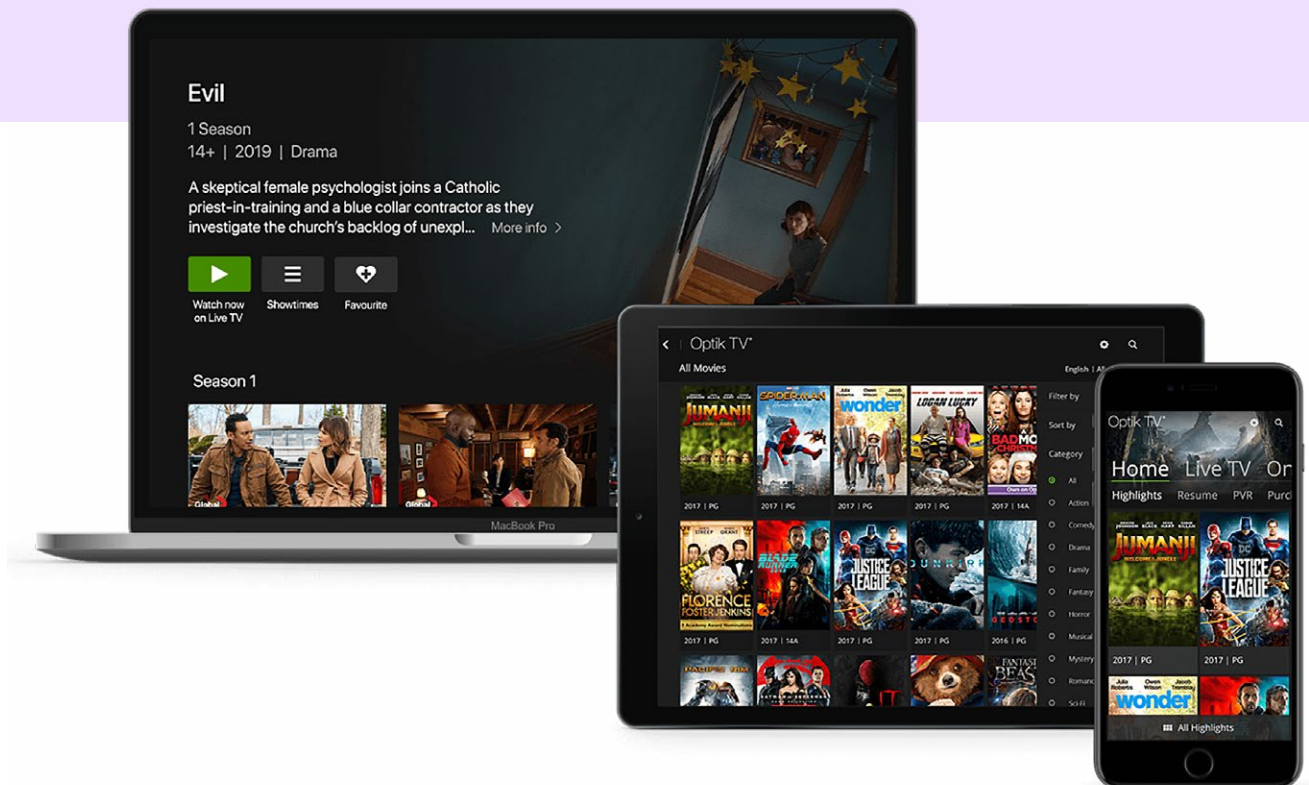
Background

Based in Canada, TELUS is a world-leading communications and information technology company, with $16 billion in annual revenue and 16 million customer connections spanning wireless, data, IP, voice, television, entertainment, video, and security.

The company's IP-based live and on-demand multiscreen video entertainment includes Optik TV, Pik TV, and Optik on the Go, as well as video gaming and data services.

Challenge

With a view to ensuring its customers receive the highest quality entertainment experience, TELUS sought to upgrade and expand its content delivery network to allow further scaling out of its services, with a larger number of subscribers able to access 4K/UHD and HD multiscreen entertainment.

TELUS

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Solution

Velocix's on-net, carrier-grade CDN application has been deployed alongside its Origin and Video Recording Management software by TELUS. This video platform provides an open audio/video pipeline capability to allow easy interoperability with multiple middleware and DRM providers.

The licensed CDN incorporates advanced edge request routing technology to more efficiently service stream requests. This CDN architecture also preserves valuable network bandwidth and reduces related infrastructure costs.

Velocix's high-performance streaming and intelligent caching software is being used by TELUS to deliver residential and commercial services to millions of consumers across Canada on TVs, mobile devices, and other internet connected screens.

Video applications deployed

CDN   Origin   VRM

"We continue to grow our streaming network and improve its flexibility, so we can deliver the highest quality entertainment experience and the best value to our customers. With the upgrade of our CDN, we can support a larger number of customers and provide them with access to 4K/UHD and HD services on any device, any time, anywhere."

Tom Linder
Director of TV and Consumer Services, TELUS

Result

With the deployment of Velocix's video applications, TELUS has a versatile and scalable, best-of-breed streaming platform with an open architecture, which improves flexibility and helps the operator avoid vendor lock-in.