



- BENEFITS
- ZONES**
- DOCKET
- PRIOR ART
- PORTAL
- CONSULTING



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Bradium Exhibit 2011

Content Delivery

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Cloud Storage

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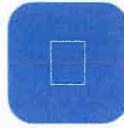
Electronic Payments

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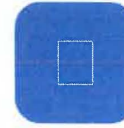
Internet of Things

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eRetail

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CONTENT DELIVERY ZONE

DEFINITION

Production

- Encoding/Compression
- Placement
- Image Processing
- Workflow management/Metadata

Distribution

- Content Delivery Network (CDN)
- Load Balancing/Cache Servers/Replication
- Unicasting/Multicasting/Broadcasting
- Routing /Overlay Routing
- Data Multiplexing
- IP/DOCSIS Delivery

Storage/Management Systems

- Billing/Accounting Systems
- Monitoring
- Storage systems
- File sharing/replication

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Radium Exhibit 2011

- Bandwidth Management/Throttling
- Smooth Streaming/Adaptive Bitrate Streaming

Personalization / Ad Systems

- Advertising/Ad insertion / Segmentation
- User Data
- Skipping
- Program Guide
- Interactive Advertising
- Content Recommendation

Endpoint Distribution

- Voice/Data Multiplexing
- Analog/Digital Multiplexing
- GUI optimization
- User interaction/interface

Consumption

- Control/Navigation
- Content Selection
- Enhanced or Augmented Viewing/Content
- Device customization
- Mobile delivery
- Power management

Security

- Output control
- Protection/DRM/Encryption technologies
- Secure computing

CLOUD STORAGE ZONE

DEFINITION

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Cloud Storage Generally

- Software and Hardware

Cloud Storage Service Models

- SaaS, IaaS, PaaS, etc.
- File Hosting and Sharing
- Backup, Synchronize, Archive, Restore
- Enterprise Storage

Cloud Storage Architecture

- Storage Networking

Cloud Storage Operation

- Virtualization
- Data Center Optimization

Cloud Data Interfaces – Access Method

- Network, Web, Mobile

Cloud Storage Containers

- Volumes/Filesystems

Cloud Table Storage

Cloud Storage Security and Reliability

ELECTRONIC PAYMENTS ZONE

DEFINITION

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Secure Electronic Transactions and Payments

- Credit/debit/pre-paid
- Money transfer and value exchange methods, including b2b, trading and commercial/retail transactions
- Online transactions
- Mobile payments
- SMS and Text
- Currency Conversion

Authentication and Security

- Encryption methods
- Tokenization
- Fraud systems and methods
- Transaction notifications and alerts
- Data Security

Online Bill Pay

- Retail and commercial

Mobile

- Card/account management
- Payments
- Security and authentication
- Transaction processing
- Digital wallet
- SMS and text

Card and Payment Device Readers

- Point of sale systems
- Chip
- Mag-stripe
- NFC/proximity
- Device Testing
- Security

Image-Based Transactions

- Bar code
- QR code
- Other image-based transactions

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