



LIVE Streaming
With Social Networking Live (SNL+L30)



L30

iV8™ Live in 30 Seconds™
CDN® Flash® Live Stream

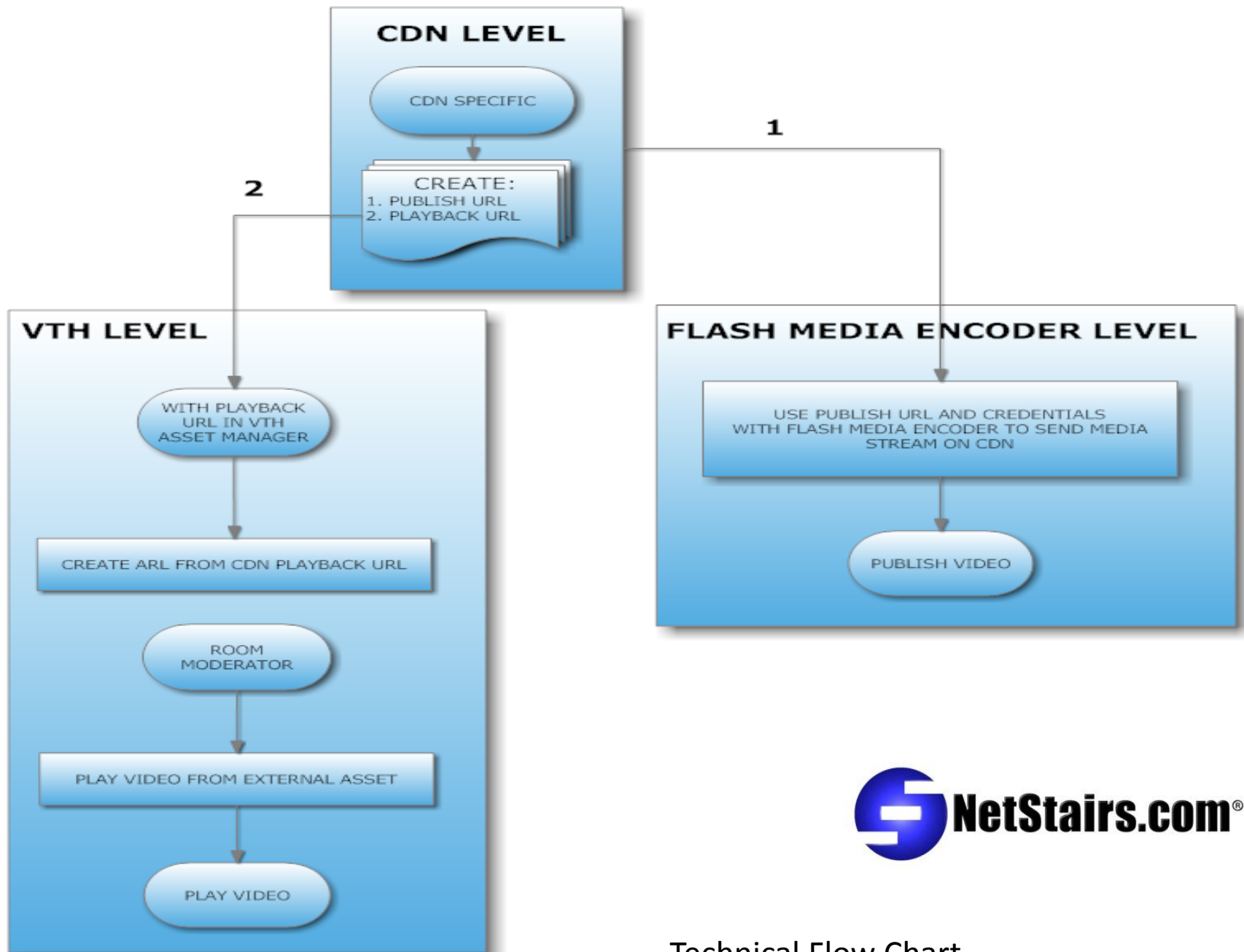
WHAT IS L30?

- Live in 30 Seconds is a complex intelligent seamless infrastructure that delivers live mass streaming to many devices including interactive virtual venues.
- Supports simultaneously RTMP, RTSP, MMS, and More.
- Allows single or multiple entry points.

L30

Live in 30 Seconds comes in a variety of flavors:

- Stand Alone
- L30 + with Text Chat
- L30 inside SNL (Social Networking Live events)
- L30 managing multiple entry points
- L30 managing overage
- L30 mobile delivery



Technical Flow Chart

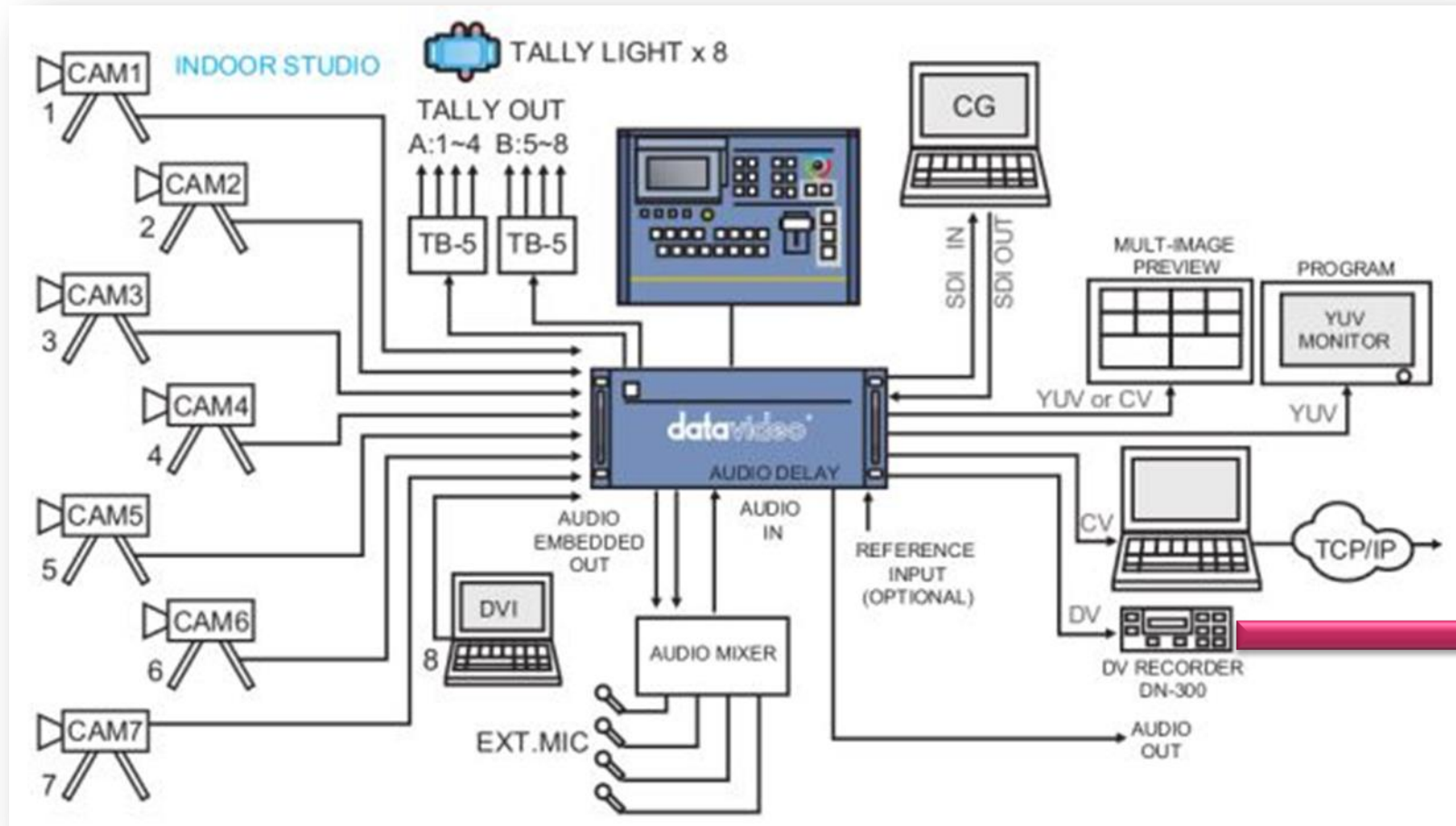
Studio, Camera & AVID

There are several deployment strategies:

- Real-Time (Reach audience in less than 30 Sec.)
- Near Real-Time (Manage own delay rules)
- Recorded Live with Post Edit
- Encoder Output
 - Own encoder
 - CDN based encoder
 - Multi Encoder (Supplied by NetStairs)*

* Requires multiple entry points, multiple encoders and multi cameras.

A Typical Studio Broadcast Settings



Direct from Studio

Simply Supply:

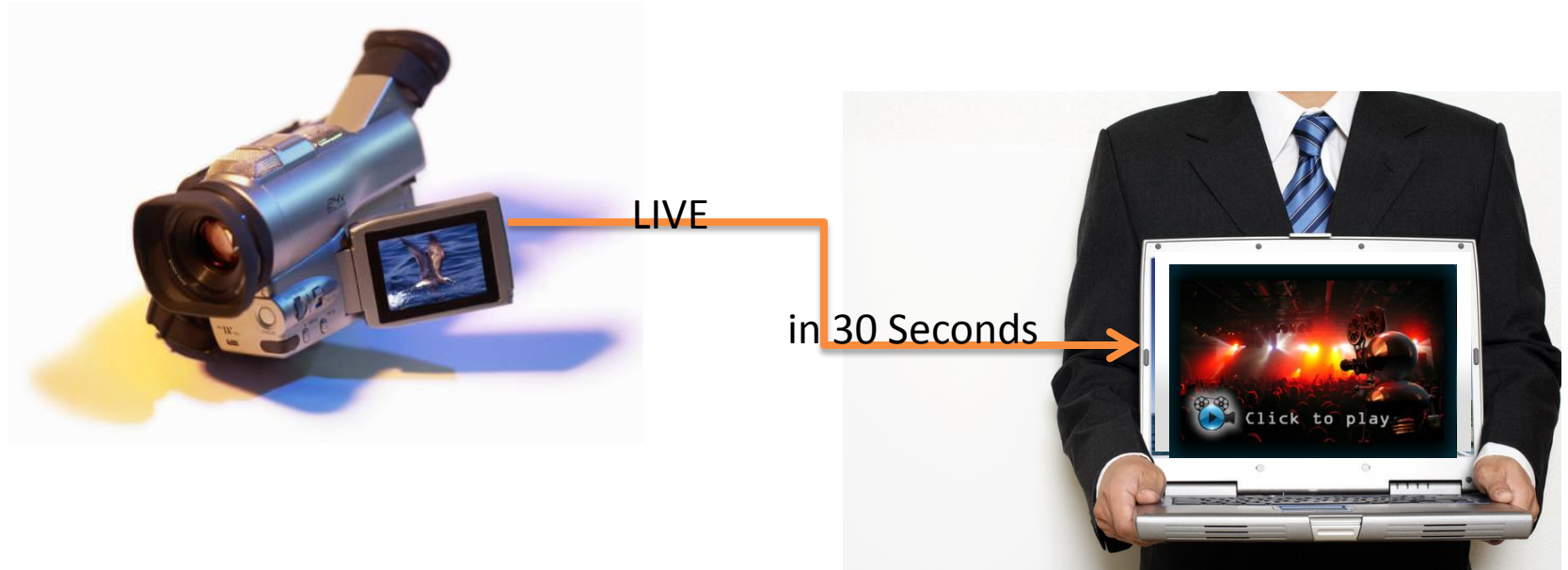
- RTMP Address:
 - Example: <rtmp://live.edge.net/live/>
- Stream or Screen Name:
 - Example: [nowstreet@75555](#)

WE DO THE REST.

Control On-Off Switch on Stream with own Rights Management Anytime, Anywhere.

Direct IEEE 1394 Wired to L30

Camera → Encoder → L30 → iV8 → CDN → User



0-30 → REACH LIVE AUDIENCE

Computer specs;

PC 64 bit processor

6-8GB RAM

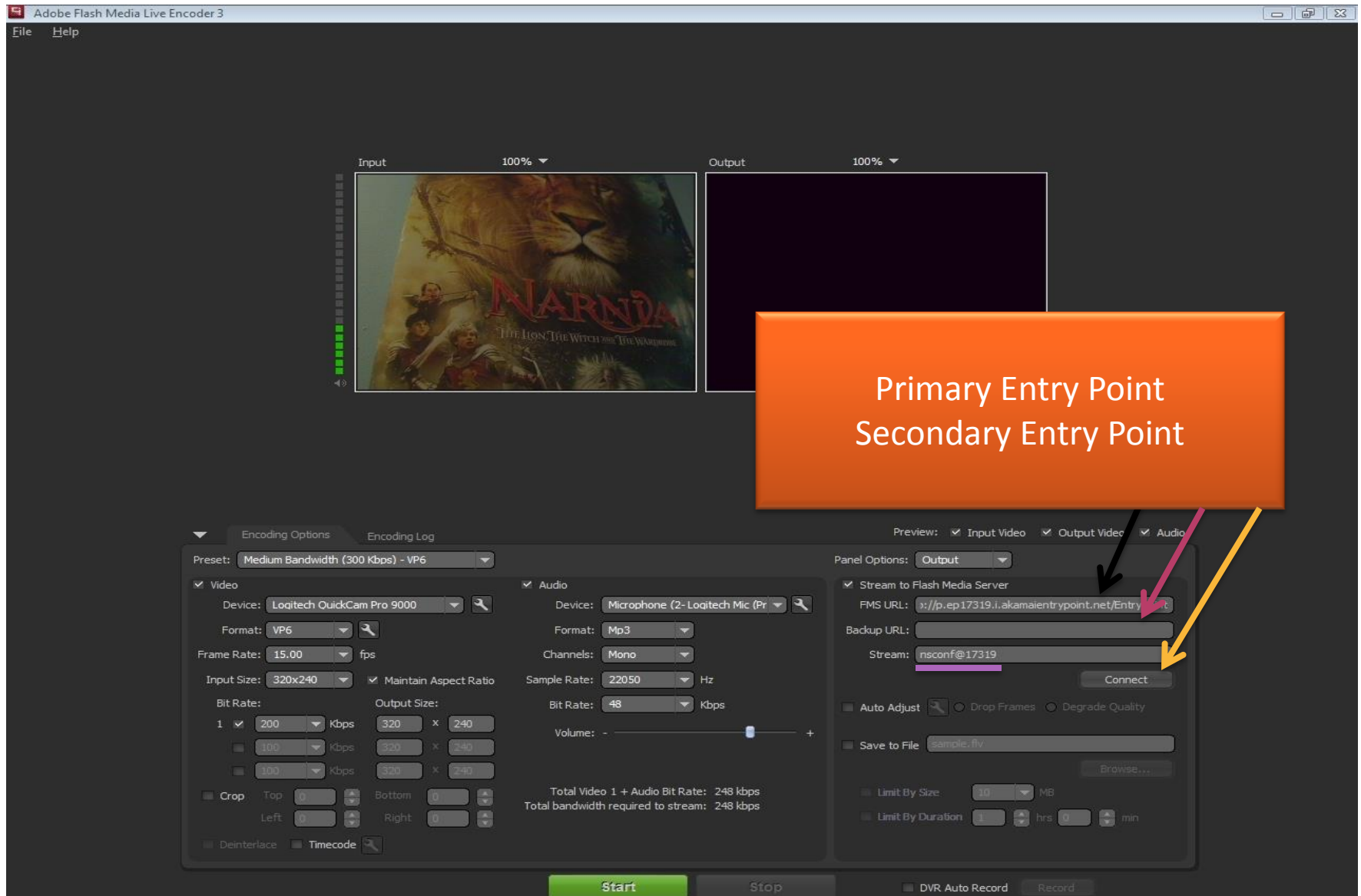
250-500GB Hard Drive

MAC or Windows 7 or 8 (preferred), XP, Vista

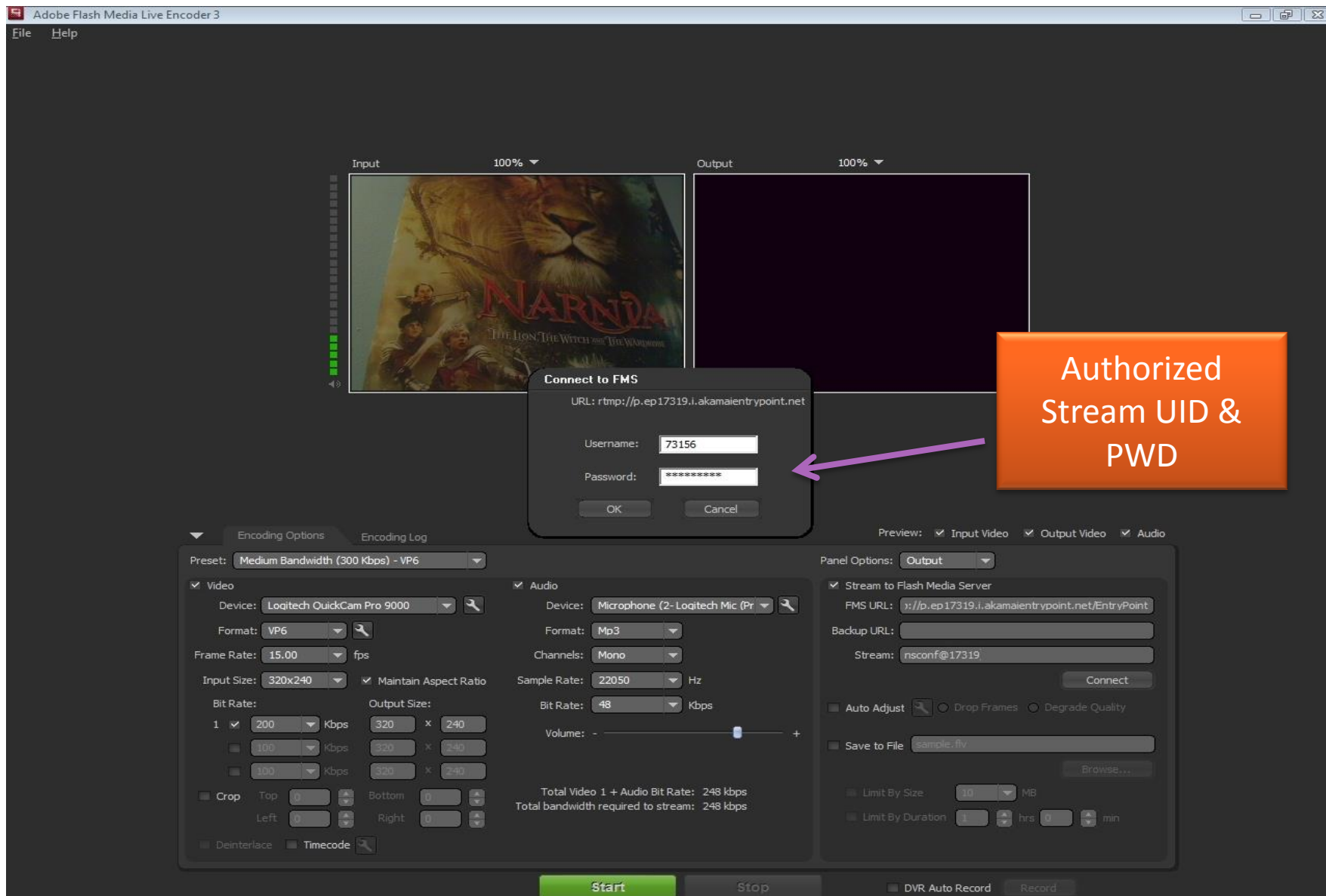
Own encoder or will supply (Source Adobe)

Designed for mass scale live broadcast.

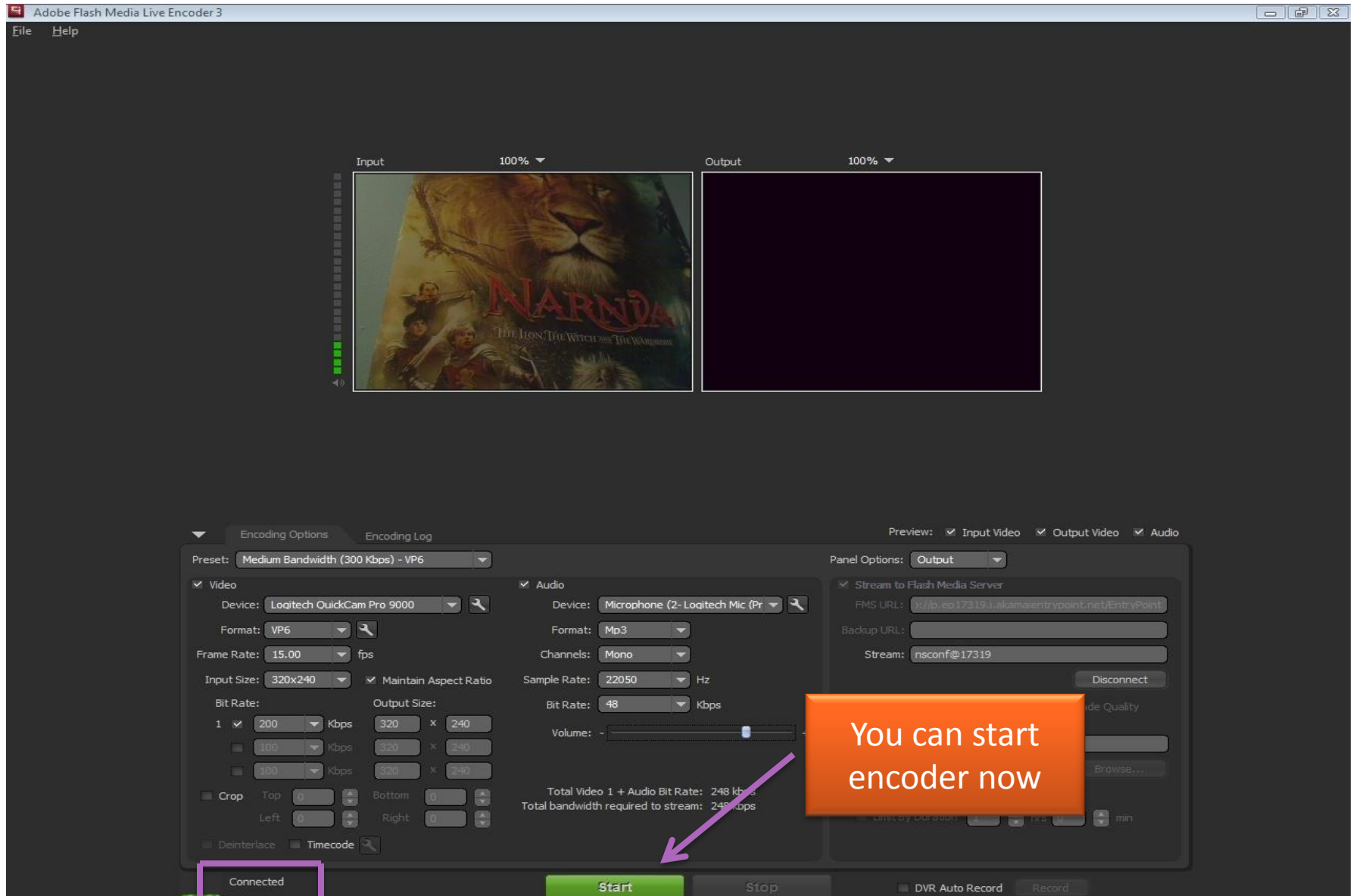
FLASH MEDIA ENCODER LEVEL



FLASH MEDIA ENCODER LEVEL



FLASH MEDIA ENCODER LEVEL



FLASH MEDIA ENCODER LEVEL

The screenshot displays the Adobe Flash Media Live Encoder 3 interface. At the top, the title bar reads "Adobe Flash Media Live Encoder 3". Below it, the "File" and "Help" menus are visible. The main workspace is divided into two primary video preview windows, both set to 100% zoom. The left window, labeled "Input", shows a dark, mostly black frame. The right window, labeled "Video 1", shows a movie poster for "NARNIA: THE LION, THE WITCH & THE WARDROBE". A purple arrow points from an orange box labeled "Output video preview" to the "Video 1" window. Below the preview windows, there are two tabs: "Encoding Options" and "Encoding Log". The "Encoding Log" tab is active, showing a list of log entries. A purple arrow points from an orange box labeled "Encoding started ..." to the log entry "Tue Feb 02 2010 14:09:36 : Video Encoding Started". To the right of the log, there is a "Statistics" panel with two sub-sections: "Encoding" and "Publishing". The "Encoding" section contains a table with columns for "Current", "Duration", "Bit Rate", "fps", "Input Drops", and "Output Drops". The "Publishing" section contains a table with columns for "Average", "Duration", "Bit Rate", "fps", "Input Drops", and "Output Drops". At the bottom of the interface, there is a status bar with a green "Start" button, a red "Stop" button, and a "Record" button. The status bar also shows "Streaming to Primary..." and "DVR Auto Record".

Input 100% ▼

Output video preview

Video 1 ▼

Encoding Options Encoding Log

✓ Log To File Log Directory... C:\Users\matthewman\Videos

Tue Feb 02 2010 14:06:29 : Selected video input device: Logitech QuickCam Pro 9000
Tue Feb 02 2010 14:06:29 : Selected audio input device: Microphone (2- Logitech Mic (Pr
Tue Feb 02 2010 14:09:13 : Primary - Connected to FMS/3,5,3,816
Tue Feb 02 2010 14:09:35 : Primary - Network Command: onFCPublish
Tue Feb 02 2010 14:09:35 : Primary - Stream[nsconf@17319] Status: Success
Tue Feb 02 2010 14:09:35 : Primary - Stream[nsconf@17319] Status: NetStream.Publish.Start
Tue Feb 02 2010 14:09:35 : Session Started
Tue Feb 02 2010 14:09:36 : Video Encoding Started
Tue Feb 02 2010 14:09:36 : Audio Encoding Started

Encoding started ...

Statistics

Encoding Publishing

Current	Duration	Bit Rate	fps	Input Drops	Output Drops	fps
Audio	0:00:05	48 Kbps				
Video 1	0:00:05	275 Kbps	15.00	0	0	15.00
Video 2						
Video 3						

Average	Duration	Bit Rate	fps	Input Drops	Output Drops	fps
Audio	0:00:05	48 Kbps				
Video 1	0:00:05	224 Kbps	14.68	0	0	14.65
Video 2						
Video 3						

Streaming to Primary...

Start Stop DVR Auto Record Record

FLASH MEDIA ENCODER LEVEL

The screenshot displays the Adobe Flash Media Live Encoder 3 interface. At the top, the title bar reads "Adobe Flash Media Live Encoder 3". Below it, the "File" and "Help" menus are visible. The main workspace is divided into two primary sections: "Input" and "Video 1". The "Input" section shows a dark, mostly black frame with a vertical green level indicator on the left. The "Video 1" section shows a preview of a movie poster for "NARNIA: THE LION, THE WITCH & THE WARDROBE". Below these sections, there are tabs for "Encoding Options" and "Encoding Log". The "Encoding Log" tab is active, showing a list of log entries with timestamps and status messages. To the right of the log, there are sections for "Encoding" and "Publishing" metrics, including "Current" and "Average" values for Audio, Video 1, Video 2, and Video 3, along with their durations. At the bottom of the interface, there are buttons for "Start" and "Stop", along with a "DVR Auto Record" checkbox and a "Record" button. A large orange button labeled "End Encoder ..." is overlaid on the interface, with an arrow pointing to the "Stop" button. A large blue box with a gradient background is also overlaid on the right side of the interface, containing the text "ALWAYS BE SURE TO STOP ENCODER!!!".

Adobe Flash Media Live Encoder 3

File Help

Input 100% ▾

Video 1 ▾

Encoding Options Encoding Log

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Tue Feb 02 2010 14:09:36 : Audio Encoding Started

Encoding Publishing

Current

	Duration
Audio	0:00:05
Video 1	0:00:05
Video 2	
Video 3	

Average

	Duration
Audio	0:00:05
Video 1	0:00:05
Video 2	
Video 3	

End Encoder ...

Streaming to Primary...

Start Stop DVR Auto Record Record

ALWAYS BE SURE TO STOP ENCODER!!!

SNL Level → CMS → CDN → Create ARL → AKAMAI

Internet Explorer provided by Dell

http://www.hexa2.com/user/assetsmanager/arl/12/edit

Google

SNL SAMPLE ENTRY SETTINGS

Home About Services F.A.Q. Pricing Requirements Contact

All Town Halls My Meeting Halls Asset Manager Room Invite My Account

Edit

Home

Provider:
Akamai **CDN name**
Content provider

Name:
LIVE FEED FROM NS OFFICE **Stream Name – as it will appear in the Library**
Friendly name for quick access

Mode:
Realtime **REALTIME MODE**
Progressive or realtime streaming

Host:
 ARL link (Akamai)
Host name

Stream:
 Akamai Stream Name
Stream name

☐ **Is live**
Is live published stream

Params:

Authentication parameters

Save **Save to create link**

SNL → CMS → LIST CDN's

SNL SAMPLE ENTRY SETTINGS

Asset manager

Home > Asset manager

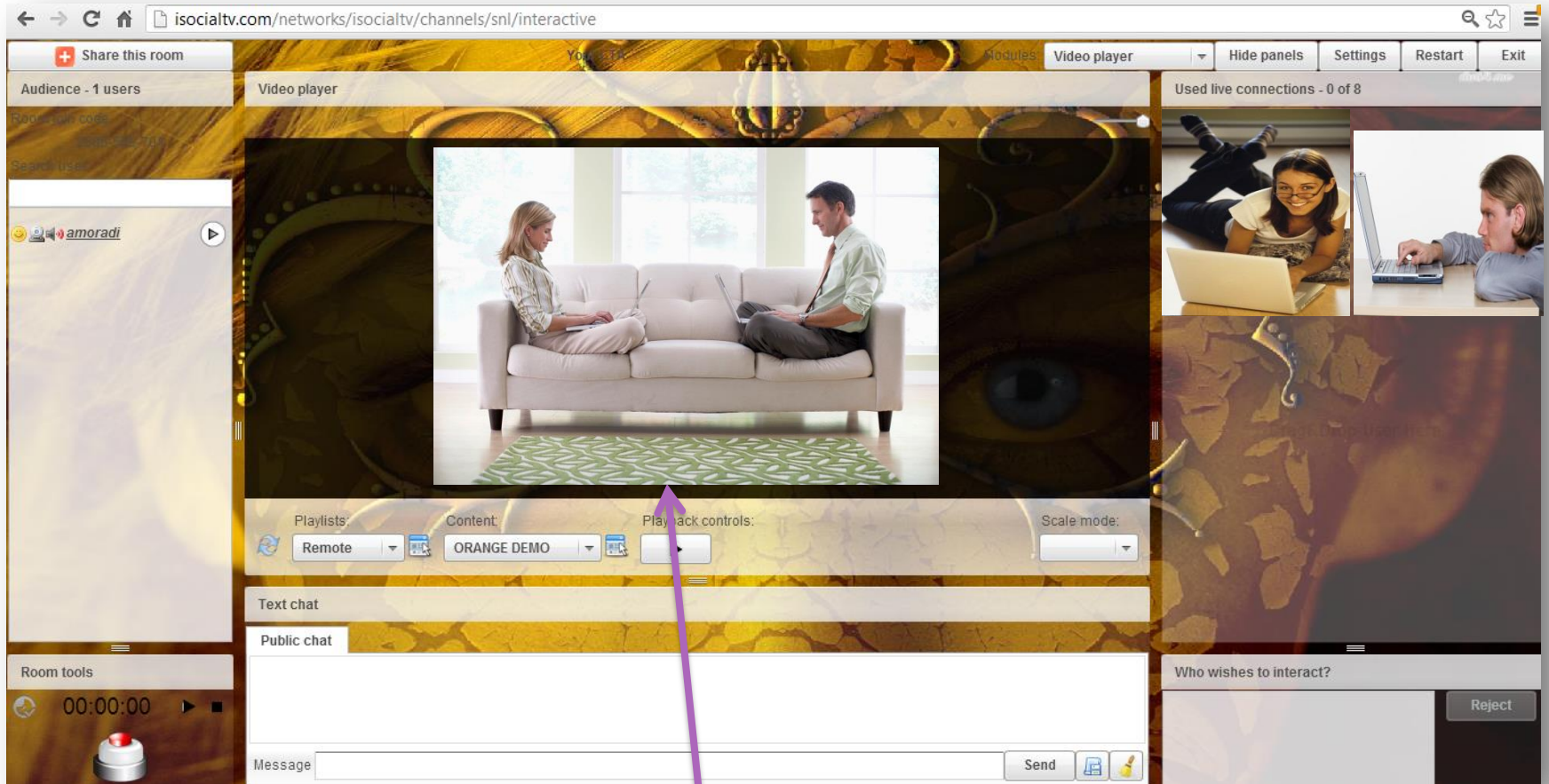
Conversion status Create ARL **List ARLs** List assets Quota status Search Upload asset

Name	Mode	Edit	Delete
Orange Demo MP4	progressive		
EdgeSuite	progressive		
RTMP Test	realtime		
LIVE FEED FROM NS OFFICE	realtime		
Limelight	realtime		

SNL → Video Player Module

The screenshot shows the isocialtv.com interface for the SNL channel. The main video player area displays a still image of a person's face. An orange box with the text "First: Select Video Player Module" has an arrow pointing to the "Video player" tab in the top navigation bar. Below the video player, there are controls for "Playlists" (Remote), "Content" (Live), and "Playback controls". A pink box with the text "Then choose: LIVE REMOTE" has two arrows pointing to the "Live" content dropdown (labeled with a black circle containing the number 1) and the "Remote" playlist dropdown (labeled with a black circle containing the number 2). The interface also includes a left sidebar with "Audience - 1 users", "Room tools", and a "Text chat" section. The top bar shows the URL "isocialtv.com/networks/isocialtv/channels/snl/interactive" and various navigation icons.

SNL + L30 – Interactive – Live Broadcast



ON AIR BROADCAST!

↔ L30 ↔ SNL → ↔ L30 ↔

L30 comes in a variety of flavors.



To Learn More, Contact NetStairs or Authorized Partners

Sales Queries: inquiry@netstairs.com