



APR 20

# Media Kit

## VydeoCorp.com

Headquarters  
Sunnyvale, CA

## Founded

2014

## Status

Private Company

## Investment Model

Private equity

## Employees

10-50

## Leadership

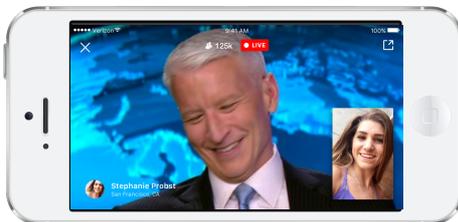
- Srinidhi Dharmaji
- Wim Elfrink
- Jeff Newman

## Company Description

Vydeo is the patent-pending "Face Time" interaction and broadcasting technology platform for social and enterprise applications. Vydeo has developed its own live video CDN to broadcast bi-directional adaptive streams **under 500ms latency**, and with frame-level synchronization on devices. Participant selection during live broadcasts is powered by our innovative push-to-video floor control algorithms to ensure a brand-safe and abuse-free experience for all users.

## Product

VydeoCorp SDK & Platform: "Face Time" broadcast SDK and platform for third-party apps to broadcast, interact and monetize users from their own apps. TV networks, broadcasters and content producers can bring users into TV shows, in an abuse-free manner. More info: <http://vydeocorp.com>



## Client/Target Markets:

- Enterprises
- TV Networks
- Sports
- Celebrities
- Politicians
- Entertainment

## Value Proposition

- Engage users in abuse-free TV broadcasts
- Interact with users on digital and social
- Create compelling TV content at zero cost
- Simulcast to Mobile, Social and TV
- Monetize Mobile and TV audience
- Acquire new users for your Mobile App



## Key Features

- Patent pending push-to-video floor control technology for abuse-free "FaceTime" interactions with fans, one at a time.
- 10-second delay introduced in live broadcast to other fans, when celebrity is interacting with a fan.
- Celebrity can block immediately if user gets abusive. The fan interaction is deleted immediately from live broadcast.
- Proprietary Live Video CDN for synchronized, multi-stream video broadcast to millions of fans.
- Monetize with in-broadcast video ads before every user interaction.



## About Srinidhi Dharmaji

Serial entrepreneur with 20+ years experience in building and shipping software for any device that can trade bits. Attract and lead teams of high quality talent to establish a collaborative business culture. Started and grew companies to 85+ employees globally. Raised 24M+ in venture capital, built high performing team and took company from zero to multi-million dollar revenue rate. Identified and converted product innovations into valuable IP for the company by filing more than 30 patent applications. Inventor of 17 US patents on operating systems, broadcast, streaming, advertising and telecom verticals.



## About VyuLabs

VydeoCorp and StarTime are registered trademarks of Vyu Labs, Inc