

ABOUT BLUESTREAK TECHNOLOGY

Bluestreak Technology is the leader in enabling Video Everywhere. The company's MachBlue™ platform provides content owners, device manufacturers, and network operators with the ability to deliver an outstanding over-the-top (OTT) video experience to any device. Bluestreak Technology's products are embedded in over 25 million connected devices today, delivering video services optimized to run across multiple screens, including connected TVs, set-top boxes, digital media players, smartphones, and tablets.

Bluestreak Technology products are deployed by the largest connected device vendors and content providers in the world, including Bouygues Telecom, DivX, Mitsubishi, NDS, Orange, Panasonic, Sagemcom, Soft@Home, Time Warner Cable and Videotron. Additional information is available at www.bluestreaktech.com, info@bluestreaktech.com, or Twitter: @Bluestreak_Tech.

CUSTOMERS AND PARTNERS



Bluestreak Creative Labs

**BLUESTREAK ENABLES
VIDEO EVERYWHERE**



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“DISCOVER YOUR APPLICATION POSSIBILITIES”

Meet Bluestreak Creative Labs

A dedicated team of experts skilled in the creative design and intelligent development of cross-platform applications optimized for mobile, television, set-top boxes, and other consumer electronics.

Creative Designs, Intelligently Developed

At Bluestreak Creative Labs, creative application design is tempered only by the constraints of the target consumer electronic devices, be it a connected TV, a Blu-ray player, a mobile phone, a Set-top box, etc. We know what is possible to implement and what isn't. This realistic approach to application design and development ensures that you establish a distinctive brand identity, consistently delivered across all target device types, and optimized for each unique device.

A Comprehensive Consulting Service

Bluestreak Creative Labs offers a comprehensive consulting service to dramatically reduce the risk in developing and launching critical mobile and TV services, helping you deliver those services efficiently and on time. We can support the entire scope of your project, or we can consult only on application design, testing, or other specific stages.

User Experiences Created from the User's Point of View

The crown jewel of Bluestreak Creative Labs is our deep expertise in the target devices that are your users' entry points to your TV, mobile or video services. Our designers and application developers have honed their skills over years spent optimizing user experiences across embedded devices environments for many of today's largest operators and technology companies. Our team has the unique insight to guide our customers in highlighting the strengths of their unique platforms while overcoming device limitations such as:

- Technology constraints (Flash v. HTML)
- Battery power and memory limitations
- Operating system variances

- Processing power variances
- Screen size differences
- Security and DRM concerns
- Limited data entry capabilities
- Limited graphic display capabilities

WHY ENGAGE BLUESTREAK CREATIVE LABS?

Bluestreak Creative Labs provides a complete consulting service, which IPTV, cable or mobile operators and content providers can use to outsource their entire application design and development.

Bluestreak's extensive experience working with some of the largest companies in the world, such as Orange, Qualcomm, Bouygues Telecom, and Time Warner Cable, give us the unique insight to guide our partners towards the optimal application solutions for their unique environments.

OUR CORE TEAM INCLUDES:

- **Designers** who define the navigation concepts and the graphical identity, according to the customer's strategy, marketing and branding.
- **Application developers** who validate designer proposals, build the appropriate software architecture to guarantee both the expected performance and expected user interface, and develop the services in the selected presentation technology. Developers have extensive experience in a variety of technologies including, but not limited to:
 - o Adobe Flash, HTML5, Javascript, CSS, Webkit
 - o iPhone, Android, BlackBerry, Windows Mobile, Symbian, Linux
 - o MachBlue Smart Runtime Classic, MachBlue Smart Runtime XT

This team can work remotely or on site with your organization to make sure your applications are delivered to meet your launch expectations.

In addition to our own team, Bluestreak Creative Labs can coordinate the work of application partners and content providers, technically support them and insure the consistency of the whole user experience.

OUR PARTNERS INCLUDE:

- Design companies, for additional ergonomics, graphics, user experience resources
- Software houses, for additional application development
- Set-top box integrators for specific applications.

Contact Bluestreak Creative Labs Today

Are you ready to deliver applications that are optimized to deliver the highest quality and fastest speed to your customers? Contact the Bluestreak Creative Labs team today.

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