

# PRESENTING

# MACHBlue

Smart Runtime  
**XT**

## OPTIMIZE YOUR VIDEO EVERYWHERE EXPERIENCE

Deliver engaging multimedia experiences across any device with the most robust and efficient platform for providing **Flash** and **HTML5** in closed embedded software environments.



## A SINGLE SOFTWARE PLATFORM FOR ALL YOUR VIDEO EVERYWHERE NEEDS

MachBlue XT is a single, open platform that unites and extends today's best presentation technologies, Flash 10, HTML5, JavaScript, and CSS3, to deliver Video Everywhere experiences uniquely optimized for each device.

## ARCHITECTED SPECIFICALLY FOR EMBEDDED DEVICES

MachBlue XT builds on Bluestreak Technology's years of proven experience in the embedded device market to deliver companies the choices and flexibility they need to create compelling applications that run across televisions, set-top boxes, mobile devices, and other consumer electronics.

## GAIN EFFICIENCIES THROUGH A UNIFIED APPROACH

Using MachBlue XT, companies can efficiently create a multitude of different applications, from television, entertainment, and programming guides to mobile video applications, all with a single software platform. Whether you are building an HTML5 video player application or a new Flash-based IPTV user interface, MachBlue XT is your one-stop-shop for deploying superior Video Everywhere applications.



## WHY USE MACHBLUE XT?

MachBlue XT enables companies to easily run their applications across a wide variety of embedded devices with optimal performance and speed. It also saves costs and time by removing the need to manage multiple disparate application solutions to deliver Video Everywhere Experiences to the mass market.

### Key benefits of MachBlue XT include:

- **Open** – One open platform for all application execution needs (Flash 10, HTML5, JavaScript, CSS3, etc.)
- **Scalable** – The modular architecture, small memory footprint, hardware acceleration techniques, low battery usage, and porting tools let you quickly deploy Flash® experiences across any device type. Exceptional performance on embedded devices with an optimized video and graphic framework and small Webkit implementation footprint.
- **Fast** – The MachBlue Studio emulator and application profiling environment reduces development, testing, and deployment cycles while integration with standard Adobe authoring tools lets you leverage the community of over a million Flash developers. Reduced porting time, through a dynamic porting runtime, makes solutions easily transferable across devices.
- **Easy Flash Customization Options** – Custom MachBlue software extensions and device APIs allow you to do more with Flash® by taking advantage of the hardware and chipset features specific to your device type. Unmatched customization options thanks to dynamically replaceable interface modules.

- **Superb Multimedia Handling** – MachBlue provides exceptional handling of multimedia content, including music, video, and animation by taking advantage of all hardware acceleration available on your device. Superior graphics and animation capabilities: SVG, CSS, 3D.
- **Outstanding Customer Support** – Proven expertise acquired through millions of MachBlue deployments provides the knowledge and technical support you need at every step of the design, development and deployment process.

*“Bluestreak is making a smart move by delivering a platform that lets developers and operators support both Flash and HTML5 technologies. One size does not fit all – especially with embedded devices.”*

– Chetan Sharma, Wireless Analyst and founder of Mobile Future Forward



## MACHBLUE XT KEY COMPONENTS

• **MachBlue XT Optimized Webkit:** An HTML5 application execution engine specifically optimized for embedded devices which renders HTML5 pages and executes HTML/CSS/JavaScript applications

- Bluestreak optimized official Webkit port
  - Official Webkit port to MachBlue XT platform
  - Integrates relevant OWB Webkit optimization patches
  - MachBlue remote profiling support
  - Packaged open source support libraries (libcairo, libxml, etc.)
- HTML5, CSS3, DOM level 2 support
- VG, Canvas2D and WebGL (target dependent) support
- HTML Video Tag support optimized for TV centric platforms
- JavaScript Core JS engine (JIT support target dependent)
- MachBlue Classic plugin support
- JavaScript to ActionScript bridge

• **MachBlue XT Flash Player:** A cross-platform Flash application execution engine specifically optimized for rendering Flash-powered applications on embedded devices

- Bluestreak Technology optimized Flash player
- Flash 10 / AS3 support
- Flash Video support
- Flash 3D APIs support (target dependent)
- HTML view (webkit plugin) support
- MachBlue remote profiling support
- ActionScript to JavaScript bridge

• **MachBlue XT Dynamic Porting Runtime:** Environment which allows MachBlue XT powered applications and widgets to be easily portable to wide variety of embedded devices

- Significantly reduced porting time to embedded devices by integrating most components required by Webkit and MachBlue XT for a ready-to-run solution

- Dynamically replaceable interface modules for customization
- Reduced Webkit implementation footprint
- Optimized video and graphic frameworks for improved performance

• **MachBlue XT Applications Manager:** Manages the lifecycle of the applications and widgets (e.g. starting, stopping, pausing, installing and/or removing applications)

- W3C compliant widget manager
- Supports HTML, Flash and hybrid HTML/Flash widgets and applications

• **MachBlue Studio** – A Bluestreak Technology application testing environment and emulator tool used as an extension of Adobe Creative Suite and Webkit for rapid application development.

Additionally, Bluestreak Technology also offers to MachBlue customers:

• **Bluestreak Creative Labs Consulting Services** – 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. With over 100 man-years of cumulated experience in Video Everywhere application design, our team has the unique insight to bring out the best of your unique platform.

# ABOUT BLUESTREAK



## 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 optimized over-the-top (OTT) video experience to any device. Bluestreak Technology's products are embedded in over 25 million connected devices today, delivering outstanding 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](http://www.bluestreaktech.com), +1 (514) 448-7662, [info@bluestreaktech.com](mailto:info@bluestreaktech.com), or Twitter: @Bluestreak\_Tech.

## CUSTOMERS AND PARTNERS



## CONTACT US

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## BLUESTREAK ENABLES VIDEO EVERYWHERE

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