

Mobii Encoder Benefits for Resellers

Broadcasters, OTT platforms, video solution providers, stadium operators, clubs, and federations can all benefit from Mobii's superior encoding products. Our three main types of encoders - portable media encoders, on-premises media encoders, and virtual encoding machine services - offer several unique features that set us apart from other encoding products in the market.

Some of these differentiations include:

- The fastest encoding capabilities in the world: Mobii's patent-pending Microblock technology allows us to deliver video, audio, and data content from anywhere to everywhere in less than 500 milliseconds, making us the industry leader in low latency. This technology is available in all our encoding products.
- Scalability at a lower cost: Mobii generates CMAF (in DASH/HLS) streaming outputs that are compatible with every major CDN and your preferred video player.
- Compatibility with major CDNs: Our encoders work seamlessly with existing client workflows for CDNs like Microsoft Azure, Google Cloud, Akamai, and AWS.
- User experience: In addition to reducing latency and maintaining synchronization across dispersed viewers, our Microblock technology enables perfect frame-level synchronization of multiple video, audio, and data streams, allowing viewers to actively engage and direct their own experience.
- Competitive pricing: Mobii encoders are as powerful or more powerful than competitors like LiveU or AWS Elemental Link, but at a more competitive price.
- Extensive format list: Our encoders can ingest a variety of formats, including SDI, NDI, SRT, RTMP, RTSP, and MPEG-TS, and can output CMAF (in DASH/HLS), SDI, NDI, SRT, RTMP, RTSP, and MPTS. Zixi and SMPTE 2110 are also available upon request.
- Variety of product options: Our on-premises encoder can ingest up to 56 concurrent feeds and comes in a variety of models to meet any customer's needs. It is ideal for both local and global video distribution. Our portable encoder is the fastest in the world and is compact for easy transport. It is network and WiFi enabled, allowing for on-the-move broadcasting, and is designed to handle a single remote video stream. Additionally, it can be added as a concurrent stream to any broadcast. Our virtual encoder allows for cloud-based encoding with no need for physical encoders and includes Microblock capabilities.

In addition to the benefits for consumers, Mobii also offers several benefits for resellers, including:

- Support and documentation: Mobii's team of skilled developers, engineers, and salespeople is available to assess your and your customers' needs, and we also offer a growing knowledgebase and ticket support system.
- Sales materials: We provide a range of sales materials, including high-level marketing materials and in-depth technical brochures, to help you showcase Mobii's offering to any stakeholder.
- Case studies: Our ongoing and past implementations are constantly being documented to provide real-world examples and credibility.

Overall, Mobii's offering meets the needs of consumers and resellers by providing speed, compatibility, a range of product options, a seamless user experience, and flexibility around existing software and hardware workflows.