



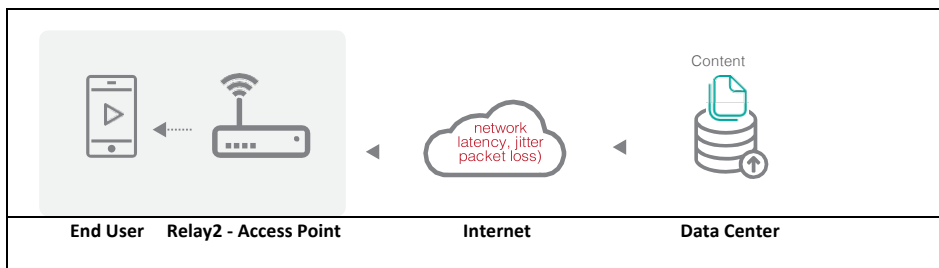
## Make your digital content available just one step away from your users

Digital content is being widely used in businesses today from operations to customer and user engagements, to marketing activities. The content is typically large in file size and commonly store at a centralized location, either at a public or at a private cloud. Corporation uses digital video to onboard or train their employees at branch offices or for technical or support trainings. Nationwide commercial distributes software updates to thousands of remote devices. Enterprise renders large digital 3D files and distributes to branch offices for further processing. However, in real practice, there are always challenges to deliver high quality a large-scale digital content to users at a distributed location.

Accessing those centralized digital content from numbers of remote location and/or large number of remote users can overwhelm Internet bandwidth at both central and remote/branch offices. In addition, Internet with its best effort design is known to suffer from network bandwidth latency, jitter, and even packet loss from time to time. This make delivering of business-matter digital content from cloud to remote sites unreliable, costly, and sometime impossible. To overcome those challenges by building a cloud manageable digital storage at the network edge. It makes digital content store just one step away from users, right at the Relay2 Smart Wi-Fi Edge Services Access Point. User can access the content without going through Internet and consuming Internet bandwidth to eliminate a network bandwidth bottleneck, jitter, latency, packet loss of the Internet that can impact content delivery.

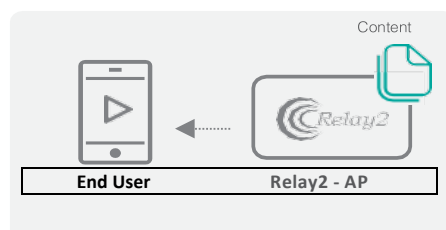
Relay2 has now introduced in Europe the Relay2 Edge Content Hosting Service (ECH), a new service in Relay2 Service Delivery Platform, aims to provide a solution to help businesses in delivering digital content, Internet of Things (IoT), and Big Data, one can expect the problems will increase over time.

### Traditional Method



### Relay2 - Edge Content Hosting Method

#### Content is retrieved locally



## What does Edge Content Hosting (ECH) offer?

### Closer Content means faster, reliable, reachable, and better customer experience and employee productivity

With ECH, businesses can offer targeted content that can be accessed instantly and reliably by viewers and users. Guest at venue can enjoy videos without a long wait and experiencing buffering from time to time.

Event goers can download and play games offered at a venue instantly. Employee training has never been easier, accessing videos and tutorials, all with a simple click. Human Resource can deliver company-wide corporate on-boarding videos for new employees or to ensure corporate messages are at their staff's fingertips.

Public transportation, buses, or train can deploy movies that can be accessed quickly and viewed seamlessly. In the event of a disaster, a content creator for a disaster public website can provide a standalone digital media distribution station that user can simply connect and obtain valuable time-sensitive information, even if there is no Internet connection.

### Enabling Businesses to turn their business physical asset to digital asset

Let's have a look at a simple use case. ECH service can allow businesses to assign access to 3rd party partners, such as magazine publisher, media company and education content provider, etc. This allows the assignee privileges to upload and manage their content. This greatly enriches the digital service offering for the businesses, not only increasing the end user satisfaction, but also being able to generate new sales opportunities. The Relay2 ECH service is built on top of Relay2 Cloud Wi-Fi Networking services. By coupling the two services together, Wi-Fi Networks are not just about providing connectivity. It offers reliable, enhanced customer experience, and targeted content delivery. Whether you're a small or large business, having the ability to control what your user views when they're connected, provide ways of generating monetization.

ECH comes with a with an easy-to-use interface while empowering IT admins with flexible administrative control. The service provides a simple and drag-and-drop content management interface and role-based access control architecture that enables closer collaboration among multiple parties. For example, IT admins can provision the digital content resource and control how a 3rd party content owner or manager can use the digital content resource. The content manager can manage digital content anytime from any place within the authorized framework without involving IT. This ensures that all parties focus on what they do best, delivering the most up to date content effectively and efficiently.

Based on Relay2's Service Delivery Platform which integrates edge computing/storage, web-based cloud management and high-performance Wi-Fi access, ECH service simplifies IT operations and management. Through a centralized cloud platform, customer can push their business and location related digital content to the designated network edge computing nodes anytime and anywhere.

### Service Delivery Platform overview

<b>Fast &amp; reliable Edge Content Access</b>	
Web Content Caching	Allow businesses to cache common accessed Internet web pages at the Relay2 Access Points, closer to users for fast web content access
Digital Content Hosting	Host business-matter content, i.e., in remote offices enhancing guests', and remote employees' content access experiences
Local Domain Name Service for Cached & Hosted Content	Resolve cached web domain name and Space domain name to support content access continuity even when Internet connectivity is down
8GB or 128GB and more Content Storage Options	8GB- 128GB- or even 1 TB SSD options for different edge content usage needs Flexible Content Management
<b>Flexible Content Management</b>	

Multi-Tenant Content Management	Enable venue to support up to 8 Edge Content Spaces for 3rd parties and venue itself.
Edge Content Space Access Control	Empower business IT to control ECH Space and Channel access rights for 3rd party entities and business's own content managers
Schedule-Based Web Cache Refresh	Update web content based on a specified schedule to keep content up-to-date automatically
Schedule-Based Content Access	Allow content managers to control when content can be accessed (displayed)
File Format Selection for Web Cache	Cache web content with file matching only specified file formats to optimize edge content storage usage.
<b>Simple &amp; Easy Management Interface</b>	
Centralized Cloud Management	Manageable centrally via an elastic, scalable hosted cloud from anywhere, anytime, using web browser
Drag and Drop Content Management	Simple, easy to use GUI to upload, remove, sort, and manage content for business users to use at day one
Built-in Content Landing Page Template	Offer template to build a content landing page easily and quickly
Content Usage Statistic Visualization & Report	View and monitor content usage and generate usage report to facilitate content consumption analysis, billing management, and troubleshooting
<b>Secure and Scalable Wi-Fi Networking Integrated</b>	
Integrated Wi-Fi Access Point	Built with Wi-Fi network services to reach viewers via widely available Wi-Fi networks
Connect up to 60+ Quality Video Sessions	Scalable Wi-Fi networks supporting up to 60+ quality video sessions
Connect up to 252 clients	Scalable Wi-Fi networks supporting up to 252 mobile user connections
Support WPA, WPA2-PSK, WPA2-Enterprise, WPA3 with 802.1x, TKIP, AES Encryption	Support industry-standard, strong wireless authentication, and encryption options

### The benefits of the Relay2 Edge Content Hosting solution - Summary

- Ensure fast, quality of content delivery to drive intent business results
- Guarantee content access continuity even during Internet service interruption
- Create new sales opportunities with enriched digital offering
- Enable 3rd party content provider greater viewership as well as targeted content
- Improve customer retention with superior content viewing experience
- Increase Wi-Fi investment ROI without additional hardware
- Simplify IT Operation & Management for content delivery
- Reduce Internet & network bandwidth load and save expense