

Daydream And Wowza Partner To Deliver Enterprise-Class Digital Asset Management

Submitted by: Daydream Interactive

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London UK, 31st July 2008. Daydream (www.daydream.co.uk), leading digital asset management specialists, have partnered with Wowza Media Systems, an emerging leader in streaming media software, to provide enterprise-class digital asset management services via Daydream's FocusOPEN DAM platform (http://www.daydream.co.uk/sol_asset_manager.asp).

"Wowza provides infrastructure-grade streaming server software that allows us to deliver superior enterprise media asset management solutions (<http://www.daydream.co.uk/solutions.asp>) for our clients. Prior to Wowza, our options for offering streaming were severely constrained and the limitations or high costs posed problems for the ongoing development of FocusOPEN. We extensively tested a number of open and closed source competitive streaming servers and found that Wowza offers the best combination of functionality, reliability, versatility and price." explains Ralph Windsor, Managing Director of Daydream.

Daydream is using Wowza Media Server Pro to provide a streaming solution (http://www.daydream.co.uk/media_streaming_processing_servers.asp) that will power the advanced logging and timeline metadata functionality that FocusOPEN provides. "Wowza's server-side programming gives us an immense advantage, providing the flexibility to deliver complex timeline metadata operations, video documentation and logging," continues Windsor.

Wowza's recent support for H.264 has been favourably received by Daydream. "The inclusion of H.264, AAC and interoperability with media encoders is very significant and has enabled us to deliver production quality web-based media asset management tools (http://www.daydream.co.uk/ser_video_dam.asp) that can expand the capabilities of our FocusOPEN digital asset management platform substantially over anything our competitors have been able to offer."

Clearly, Wowza's platform stability and security are major factors for Daydream. "The scalability and security features of Wowza are crucial for use in corporate environments. Our clients are justifiably uncompromising about availability and security; many have regulatory compliance requirements that cannot be ignored. Taking risks with untested systems that haven't been developed without a rigorous approach just isn't an option for us."

Windsor concludes by saying, "We are delighted with the service received from Wowza. The available documentation, support and backup provided is excellent. I foresee Daydream continuing to use Wowza Pro for a long time. Other competitors in the streaming market will have to seriously raise their game before we will look elsewhere."

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About Daydream

Established in 1995, Daydream is the leading UK vendor of Digital Asset Management

(http://www.daydream.co.uk/sol_asset_manager.asp) and Media Asset Management (http://www.daydream.co.uk/ser_video_DAM.asp) systems. Over the last 10 years, their FocusOPEN DAM technologies have been implemented by over 30 global organisations including Major League Baseball, WS Atkins, Shell and Credit Suisse. For more information, visit Daydream at www.daydream.co.uk/reports/ or contact Emma Tappenden at press@daydream.co.uk.

About Wowza

Wowza Media Systems is a developer of interactive streaming media server software. With the introduction in February, 2007 of its flagship product, Wowza Media Server Pro, Wowza has taken a leadership position in redefining Flash streaming. Wowza has not only radically changed Flash streaming economics, it has also revolutionized online media by introducing unique and exclusive capabilities that make live and on-demand video and audio, video recording and interactive Flash streaming feasible for a broad range of customers. These customers include Macy's, the Tampa Bay Buccaneers, Interoute, RAINet, and Astral Media. Wowza Media Server Pro is deployed by over 9,000 global licensees in entertainment, social media, advertising, enterprise, education, government, and Internet commerce. For more information, visit Wowza Media Systems at www.wowzamedia.com.