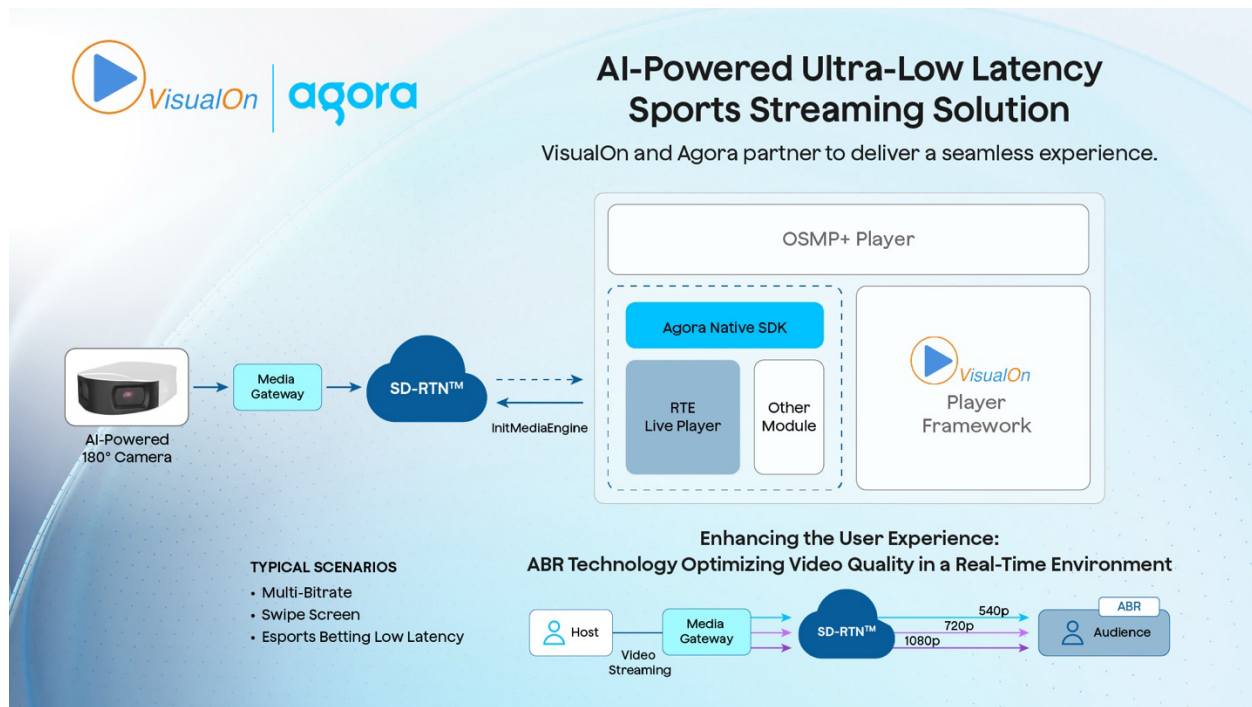


VisualOn and Agora Partner to Showcase AI-Powered Ultra-Low Latency Sports Streaming at NAB 2025



Cupertino, CA – March 20, 2025 – VisualOn, a leader in multimedia playback and AI-enhanced video optimization, has partnered with Agora, the global leader in real-time engagement and interactive streaming, to redefine live sports and esports streaming. This collaboration integrates VisualOn’s OnStream MediaPlayer+ with Agora’s Sports Live Streaming Solution, delivering ultra-low latency streaming as low as 400ms-800ms, with seamless fallback to CDN for uninterrupted playback.

At NAB 2025 (**VisualOn Booth W3902**), VisualOn and Agora will showcase this integration through a live joint demo, highlighting how their combined solution enhances sports streaming by leveraging Agora’s AI-powered Sports Cam solution for real-time tracking and multi-angle viewing. By prioritizing technical alignment, Agora is ensuring smooth integration with VisualOn’s OSMP+ Player to accelerate deployment and demonstrate competitive advantages over traditional solutions.

Agora’s 180° AI Sports Cam captures live event footage and score data, automatically tracking key objects like balls through AI. The stream is sent directly to Agora’s Media Gateway via RTMP/SRT, bypassing third-party tools like OBS. Transcoded and delivered through Agora’s global Software-Defined Real-Time Network (SD-RTN™), which minimizes latency and boosts efficiency with intelligent routing. VisualOn’s Player SDK, integrated with Agora’s technology, enables ultra-low-latency RTC streams (400ms to 800ms), with seamless CDN fallback (e.g., HLS) to ensure uninterrupted playback during network fluctuations.



This partnership addresses the demand for real-time, high-quality sports streaming, offering content providers AI-enhanced interactivity and optimized, seamless live viewing experiences.

“We are excited to partner with Agora to allow content providers to offer ultra-low latency streaming and AI-driven interactivity in real time,” said Yang Cai, President & CEO of VisualOn. “By combining Agora’s innovative Sports Cam solution with VisualOn’s powerful playback technology, we are enhancing the way sports fans experience live events.”

“Agora is committed to revolutionizing live streaming with cutting-edge AI and ultra-low latency technology,” said Tony Zhao, CEO of Agora. “Our collaboration with VisualOn enables broadcasters and service providers to deliver unparalleled real-time audience engagement, with unmatched speed and video quality.”

Experience the Future of AI-Powered Sports Streaming at NAB 2025

Join VisualOn and Agora for an exclusive hands-on demo at NAB 2025 and see firsthand how AI-powered ultra-low latency streaming transforms live sports broadcasting. Schedule your demo today at <https://www.visualon.com/index.php/events/meet-with-us-at-nab2025/>.

About Agora

Agora is the global leader in real-time engagement, providing developers with simple, flexible, and powerful APIs to embed real-time conversational AI, voice, video, interactive live streaming, and chat into their applications and IoT devices. Headquartered in Santa Clara, CA, Agora is trusted by over 1,700 leading organizations across the globe to power best-in-class real-time experiences from social media and live shopping to education and telehealth. For more information about Agora (NASDAQ: API), visit: www.agora.io

About VisualOn

VisualOn is a leading streaming solutions provider that enables profitable and differentiated media services globally. Its Universal Content-Adaptive Encoding solution and advanced media player are trusted by top media companies. Notably, VisualOn Optimizer was honored with the NAB 2024 Product of the Year Award, underscoring its commitment to innovation. VisualOn delivers high-quality video content to connected screens, offering broad compatibility, unique features, and quick time-to-market. Discover more at www.visualon.com

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