

VisualOn and Anyscreen Partner to Deliver Turnkey, Efficient Video and Live Streaming with Superior Quality

Bringing Advanced Optimization to Diverse Streaming Setups

VisualOn, a leader in advanced video optimization technology, today announced a strategic partnership with Anyscreen, a provider of comprehensive live and VOD solutions. This collaboration will extend the availability of VisualOn's innovative Optimizer to a broader range of media and entertainment companies, particularly those seeking robust video delivery without requiring an existing FFmpeg-based setup.

The partnership addresses a growing need in the industry for flexible and efficient video content delivery. Anyscreen offers robust, out-of-the-box live and VOD solutions, deployable both on-site and in the cloud. By integrating VisualOn's proven Optimizer into Anyscreen's turnkey offerings, customers can now benefit from enhanced video quality at significantly reduced bitrates, leading to improved user experiences and substantial cost efficiencies in bandwidth and storage.

VisualOn is enthusiastic about this partnership, recognizing that Anyscreen's comprehensive, ready-to-deploy solutions are an ideal complement for extending the reach of VisualOn Optimizer. This collaboration ensures that more businesses can achieve high-quality, cost-effective video streaming, regardless of their current technical setup or encoding pipeline.

"Our mission at Anyscreen is to simplify content delivery for our clients," said Marc - André Thißen, Director IPTV. "Integrating VisualOn Optimizer into our solutions means we can now offer even greater value, deliver superior video experiences while simultaneously helping our customers optimize their operational costs and resource consumption. This partnership reinforces our commitment to providing cutting-edge, efficient platforms."

This strategic partnership leverages Anyscreen's broad solution delivery capabilities with VisualOn's expertise in advanced video optimization, offering a powerful combination for companies seeking to enhance their streaming services efficiently and effectively with minimal integration complexity.

About Anyscreen

Anyscreen, a brand of the publicly listed German company Net Digital AG, offers a fully customizable live and on-demand video platform designed for network operators, media

companies, and content owners. This white-label solution empowers partners to deliver video services under their own brand—seamlessly across all major devices and operating systems.

Anyscreen manages the complete technical infrastructure, providing robust backend operations, reliable maintenance, and ongoing platform development enhanced by VisualOn Optimizer technology. All frontends, including customizable business logic, are available on key platforms such as Google Android, Apple iOS and tvOS, LG webOS, Samsung Tizen, web browsers, and more.

Thanks to its modular architecture, Anyscreen offers flexible service models and tailored support to meet the specific needs of each customer.

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 is 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.