

VisualOn and ZTE Deliver Advanced Streaming Platform for Thailand's Leading Communications Operator AIS

VisualOn, a global pioneer in multimedia playback solutions, and ZTE Corporation, a leading provider of integrated communications and information technology solutions, have joined forces to deliver an advanced streaming platform for AIS (Advanced Info Service), Thailand's largest communication operator.

In this collaboration, ZTE serves as the overall project lead, overseeing end-to-end integration across AIS's network and service infrastructure. VisualOn provides its cross-platform Media Player Solution for both live and on-demand content playback, delivering ultra-low latency playback and enhanced DRM security features, including Anti-leeching for ZTE, enabling AIS to unify its streaming experience across set-top boxes, smartphones, tablets, PC, and smart TVs.

The VisualOn unified Media Playback Platform, delivered in partnership with ZTE, provides AIS with a single, cross-platform player that supports seamless streaming playback for live and VOD content, accommodates various DRM-protected streams for secure delivery, enables integrated ad playback for monetization, and offers advanced playback features that optimize performance across devices. Through ZTE's project leadership and VisualOn's playback technology, AIS can deliver a new and improved service with a consistent user experience on every platform, while simplifying service management, reducing integration complexity, and accelerating the rollout of new features.

"We are delighted to collaborate with VisualOn to deliver a next-generation streaming experience for AIS" said Mr. Gu Haifeng, Multimedia International Director at ZTE Corporation. "By combining our end-to-end project expertise with VisualOn's advanced media player technology, we are enabling AIS to provide high-quality, secure, and consistent content playback across all devices, further enhancing its leadership in Thailand's telecommunications market."

"At AIS, our priority is delivering the best streaming experience to our customers," said Mrs. Rungtip Jarusiripipat, Head of Entertainment Department at AIS. "By leveraging the innovative solutions from ZTE and VisualOn, we are able to offer seamless, secure, and high-quality digital content across all devices, helping us meet growing consumer demand and stay at the forefront of Thailand's dynamic digital ecosystem."

VisualOn is excited to showcase its latest innovations and partnership projects at **IBC2025**. Visit us at **booth 5.A55** to experience firsthand how VisualOn is transforming streaming technology and delivering enhanced media experiences worldwide.



About ZTE

ZTE is a global leading provider of integrated communications and information technology solutions, serving telecom operators, government and enterprise customers, and consumers. With extensive experience and proven track records in video, OTT, and multimedia services, ZTE delivers comprehensive end-to-end solutions that empower customers to build stable, intelligent, and scalable digital content platforms, accelerating the growth of the global digital ecosystem.

About VisualOn

VisualOn delivers advanced streaming solutions trusted by top-tier media and technology companies. Its Optimizer technology, awarded NAB Product of the Year, enables efficient, scalable video delivery using CAE. VisualOn ensures high-quality video content on connected screens with broad compatibility, unique features, and quick time-to-market.