

Saranyu Technologies Renews VisualOn Optimizer VoD Subscription Agreement, Underscores Continued Focus on Bitrate Efficiency and Scalable Video Delivery

[Las Vegas - April 08, 2026] — Saranyu Technologies today announced the renewal of its Optimizer VoD subscription with VisualOn. The announcement coincides with NAB Show 2026, taking place April 19–22 in Las Vegas.

The renewed agreement reflects Saranyu's focus on improving video quality while reducing bandwidth and infrastructure costs for its customers. With VisualOn Optimizer VoD, Saranyu reports bitrate reductions averaging approximately 40%, with higher gains observed for select content types, supporting more efficient scaling of VoD services across deployment environments.

"Renewing our partnership with VisualOn reflects the consistent performance and value their Optimizer VoD solution brings to our platform," said Suresh BG, Chairman and Founder, Saranyu Technologies. "As video consumption continues to grow, maintaining both efficiency and quality is critical to cost-effective operations."

VisualOn Optimizer VoD applies Content-Adaptive Encoding (CAE) techniques to analyze video at the scene level and determine encoding parameters that improve compression efficiency across the pipeline. The solution integrates into existing encoding workflows without infrastructure changes, and supports a broad range of codecs — empowering OTT providers, broadcasters, and telecom operators to streamline operations and improve the viewer experience at scale.

At NAB Show 2026, the companies will demonstrate optimization workflows, bitrate savings, and integration into existing video pipelines at **Saranyu's Booth W1325**.

About Saranyu Technologies

Saranyu Technologies provides OTT and AI-enabled media solutions for broadcasters and digital platforms. Founded in 2011 and headquartered in Bengaluru, the company builds end-to-end streaming systems, multi-device applications, and video infrastructure. Its product suite includes InstaOTT (OTT platform), MAGMA Studio (content workflows), CAVO (video processing), DATURA (analytics), and LUMOS (Microdrama Platform). Saranyu also delivers media engineering services and Connected TV application development, supporting scalable and data-informed video operations.



About VisualOn

VisualOn is a global leader in multimedia software solutions, delivering high-performance playback, encoding, and optimization technologies for OTT, broadcast, and consumer electronics markets. With a focus on quality, efficiency, and scalability, VisualOn enables partners worldwide to deliver superior video experiences across devices and platforms.

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