



VisualOn
AdFusion

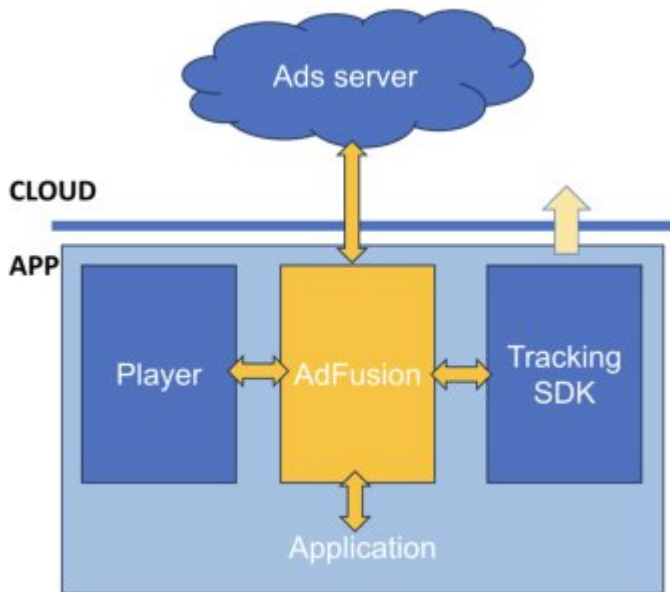
Comprehensive Ad Management for Seamless Multi-SDK Integration

VisualOn AdFusion is a powerful and flexible ad management tool designed for seamless integration with any SDK, offering a comprehensive solution for ad insertion, playback, and reporting. It supports server-side, client-side and server-guided ad insertion, ensuring compatibility with industry standards and popular platforms. AdFusion simplifies ad management by enforcing business rules, supporting various ad formats, and providing detailed reporting, making it an ideal choice for optimizing ad delivery across different devices and platforms.

Key Features and Benefits:

Turnkey Solution	AdFusion offers a comprehensive set of ready-to-use, adaptable solutions for seamless ad playout and detailed reporting.
Any Ads Flavor Support	Support CSAI, SSAI and the SGAI standard
Compatibility with VisualOn SDKs	AdFusion is fully integrated with VisualOn player SDKs
3rd-Party SDK Support	AdFusion extends support for third-party SDKs, focusing on SSAI today, with CSAI support coming soon, ensuring broad compatibility across platforms.

VisualOn AdFusion Architecture:



VisualOn AdFusion Supports:

SSAI & CSAI:

- Supports VAST, VMAP, and VPAID standards
- Compatible with Google IMA, IMA-DAI, and Amazon Elemental MediaTailor
- Manages pre-roll, mid-roll, post-roll ads, and ad pods
- Supports linear, non-linear, and companion ads

Advanced Ad Tracking:

- Integrates advanced tracking with OM SDK
- Includes advanced tracking with Google PAL

Ad-Aware Playback & Trick-Play Management:

- Supports trick play for both Live and VOD content
- Ensures adherence to ad business rules
- Simplifies implementation by removing app-level complexity

Ads Consumption Reporting:

- Incorporates iAB OM SDK for comprehensive ad consumption analytics