

# Lumen<sup>SM</sup> Vyvx<sup>®</sup> Cloud Connect

Google Cloud

## Connecting your video content to the cloud

The broadcast industry is currently undergoing a digital transformation to improve agility and gain real-time visibility and control of critical business operations. In such a rapidly changing environment, flexibility is key, and the success of your business is often determined by your ability to quickly respond to new business demands.

With Lumen<sup>SM</sup> Vyvx<sup>®</sup> Cloud Connect, you can deliver your full-time channels and occasional-use content straight to Google Cloud for easy, reliable broadcast-quality workflows in the cloud. Whichever media services you leverage from Google Cloud, you need a connection that is managed, monitored and reliable.

As your single solutions provider, Lumen can help you stay current with evolving and advanced capabilities. You stay focused on developing compelling content, and rely on us to help deliver your programming to audiences everywhere.

## Business Solutions

### Flexibility

By connecting our Vyvx platform with Google Cloud, you are able to leverage the full suite of Google Cloud services, and the full breadth of third-party media services available through Google Cloud.

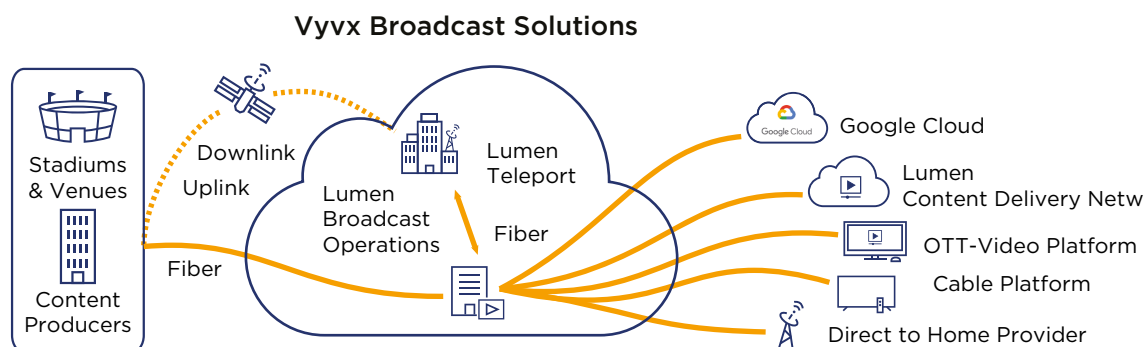
### Vyvx integration

By using Vyvx<sup>®</sup> Linear Channel Distribution to transport your streams to the Google Cloud, you are able to leverage all the routing, monitoring and protections inherent to our core Vyvx service.

### Fully managed service

Because Vyvx is a fully managed and supported service, you are getting more than just a pipeline to cloud services. You are also getting the support framework to help integrate those services into your existing platform.

Vyvx Cloud Connect gives you the flexibility and tools to keep up in the rapidly changing world of content streaming.



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## Benefits

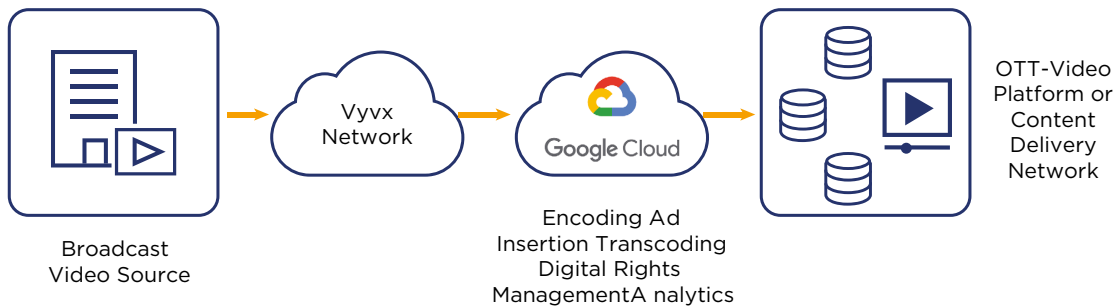
- Full multi-region, diverse connectivity paths are available on the Vyvx network into Google Cloud
- RTP/UDP Streams with or without Forward Error Correction
- Support for single or multi-program transport streams with the ability to deliver complete transport stream and or individual channels as needed
- Optional MPEG2 and MPEG4 CBR encoding and decoding available
- Acquire and distribute content to/from Google Cloud

## Why choose Lumen for content streaming services?

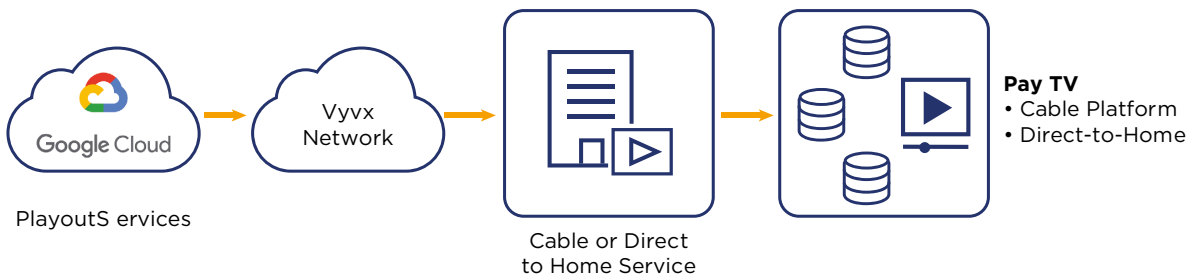
- More than two decades of experience delivering broadcast-quality content for entertainment, news and sports markets
- 24/7 booking, customer care center and self-service portals support your video delivery needs virtually anywhere, anytime
- Vast bandwidth, worldwide connectivity, transmission management and support services combine to form a fully managed solution for moving video from the source to your audience
- Full-time, point-to-point and point-to-multipoint connections with durations, bandwidths and video features that can all be tailored to your objectives and budget

## Overview: Common Cloud Work-Flows

### Content into the Cloud



### Content out of the Cloud



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