

Case Study - Video Enhancement for customers using Edge Computing

Challenge

- High CDN Streaming cost to manage several video resolutions per device type
- User with lower Internet speed cannot view HD/FHD videos without video getting lagged

Solution

- Enabled Edge computing at User Device
- AI engines trained with diverse content to enable real time upscaling at User device
- Offline video restoration to enhance and improve perpetual quality
- Enabled Real time analytics at End user to monitor and Control QoE for an End user

Result

- Upto 40% reduction in Cost saving on CDN by enabling OTT Platform to stream at lower bit rate*
- Significant Bit rate saving per device with ~ 30% savings on SD to HD scaling and ~ 40% Savings on SD to FHD scaling

Existing ABR renditions	Bitrates (Kbps)	Fovea stream ABR renditions	Bitrate savings
144p	200	216p @ 288Kbps	-
288p	410	288p @ 410Kbps	-
396p	780		47%
540p	1300	540p @ 1.3Mbps	-
720p	2000		35%
1080p	3000		57%

