New StreamGuys Interactive HTML5 Multimedia Player Breaks Compatibility Barriers

Unique player design solves metadata challenges, simplifies multiscreen advertising for broadcasters, audio publishers across multiple devices

BAYSIDE, CALIFORNIA, November 21, 2013 — StreamGuys announces the launch of its HTML5 player to help broadcasters and streaming services retain and increase audiences with a multiplatform approach, ensuring one player can accommodate revenue-supported live streams on iOS, Android and other mobile and desktop devices.

StreamGuys' new interactive player supports all popular mobile devices in alignment with the HTML5 markup language, which is quickly becoming the streaming platform of choice among broadcasters, publishers and advertisers who favor its multi-device support.

StreamGuys differentiates its HTML5 player by providing integrated metadata support, which seamlessly synchronizes live audio streams with relevant data of interest to consumers. This gives broadcasters and audio publishers a unique opportunity to offer audiences a full featured, interactive HTML5 player that works on every device. Radio stations, musical artists and other service providers can now easily, and dynamically, display artist and song title information, Amazon live links, social network connections and more alongside audio streams.

"There is no HTML5 standard for extracting the song title and artist name from a media stream and displaying it within a web page, which creates integration headaches for service providers and a less satisfying consumer experience," said Dean Mitchell, lead developer, StreamGuys. "StreamGuys solves this problem by integrating a robust, server-side metadata parser with a flexible HTML5 media player. Broadcasters can now offer their audience a feature-rich, revenue-supported media player that has a consistent user experience across all devices."

The launch also comes at a time when broadcasters and streaming services are exploring ad insertion technologies for multiscreen advertising. StreamGuys supports live ad insertion within its new player,

using dynamic advertising technologies to trigger pre-rolls, mid-rolls and post-rolls. Similar to its metadata application, the HTML5 player automatically coordinates player content with the ad server to trigger the right advertisements for the right audiences at the right times.

Mitchell adds that StreamGuys will extend its HTML5 player functionality to other multimedia streaming services in future versions.

About StreamGuys, Inc.

In business since 2000, StreamGuys is a provider of audio and video streaming toolsets and services. The company has a reputation for outstanding customer service, a robust and reliable network, and competitive rates. More than 600 clients worldwide, across many industries, depend on their mission-critical service. Projects include serving as the technology backbone for live streaming/podcasting for top public broadcasters such as New York Public Radio, WAMU Washington D.C., KQED San Francisco and WXPN Philadelphia; live video events for major auto racing circuits and the British Royal Wedding; audio streaming for government entities such as D.C. Court of Appeals, U.S. Army, and the National Science Foundation; mobile video content for Cisco Systems; and IPTV content for international broadcaster ABS-CBN.

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