

## Lite vs. Enterprise, which product is right for your online video needs?

Magnify.net is a robust video management platform that scales to meet all your growing online video needs. The Magnify.net solution includes:

- Curation - filtering and organization by taxonomy and playlists
- Video discovery - auto search and notification of topically driven content
- Video delivery - a coherent video player framework for discovered, user-contributed, and client produced video
- Includes encoding/transcoding, storage, hosting & CDN delivery

Magnify.net Lite is a self-service solution, targeted to start ups and small online communities.

Our Enterprise product is for larger sites looking to improve ROI and add the power of curation and video monetization for their site visitors.

Features	Description		
		Lite	Ent
<b>Content Management Platform</b>	Easy to use cloud-based content management solution for content aggregation, curation and presentation for web & mobile	x	x
<b>Video Management</b>	Transcode into a wide variety of containers and codecs in our cloud based solution to video library pages with UI-based content management	x	x
<b>Automatic Video Discovery (AVD)</b>	Aggregate and curate video from 17+ sites programmatically with Patent-Pending AVD	x	x
<b>User Contributed Content</b>	<ul style="list-style-type: none"> <li>• UGC video or photos can be curated on library pages or in a widget</li> <li>• Multiple methods of upload</li> </ul>	x	x
<b>Embeddable Players and Widgets</b>	<ul style="list-style-type: none"> <li>• Syndicated players and widgets</li> <li>• HTML5 Single view, playlist player or embeddable widget</li> <li>• Watermarking on video</li> </ul>	x	x
<b>Ad Manager Tool</b>	Display Ads: <ul style="list-style-type: none"> <li>• Incorporate display ads and sponsored content in IAB standard display formats</li> </ul>	x	x
<b>Ad Network integration</b>	<ul style="list-style-type: none"> <li>• Pre-roll Advertising using a wide variety of popular ad networks</li> </ul>		x
<b>Analytics and Engagement</b>	Platform based analytics for: <ul style="list-style-type: none"> <li>• Page, Video &amp; Widget view counts</li> <li>• User engagement metrics</li> <li>• Percentage of video viewed</li> <li>• Top video rankings</li> <li>• Performance history by video</li> <li>• Video embedding locations</li> </ul>	x	x

Contact [BusinessSolutions@Magnify.net](mailto:BusinessSolutions@Magnify.net) or call 1-212-787-5273 x106

<b>Social Media &amp; Community Tools</b>	<ul style="list-style-type: none"> <li>• Friending, following, rating, voting, bookmarking</li> <li>• Content Syndication – YouTube &amp; others</li> </ul>	x	x
<b>Search Engine Optimization</b>	<ul style="list-style-type: none"> <li>• Key word, cloud tagging, natural language URL's and site mapping for SEO optimization</li> </ul>		x
<b>Advanced Analytics integration</b>	<ul style="list-style-type: none"> <li>• Omniture</li> <li>• Google Analytics</li> <li>• Comscore</li> <li>• Nielsen</li> </ul>		x
<b>API's</b>	<ul style="list-style-type: none"> <li>• Single Sign On</li> <li>• Channel Access</li> </ul>		x x
<b>Professional &amp; Design Services</b>	<ul style="list-style-type: none"> <li>• Custom design and integration into your website</li> <li>• Branded and customized video and photo pages and widgets</li> <li>• Migration of existing assets into Magnify.net</li> </ul>		x
<b>Live Customer Support</b>	A real human will speak with you		x

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