Saranyu Technologies

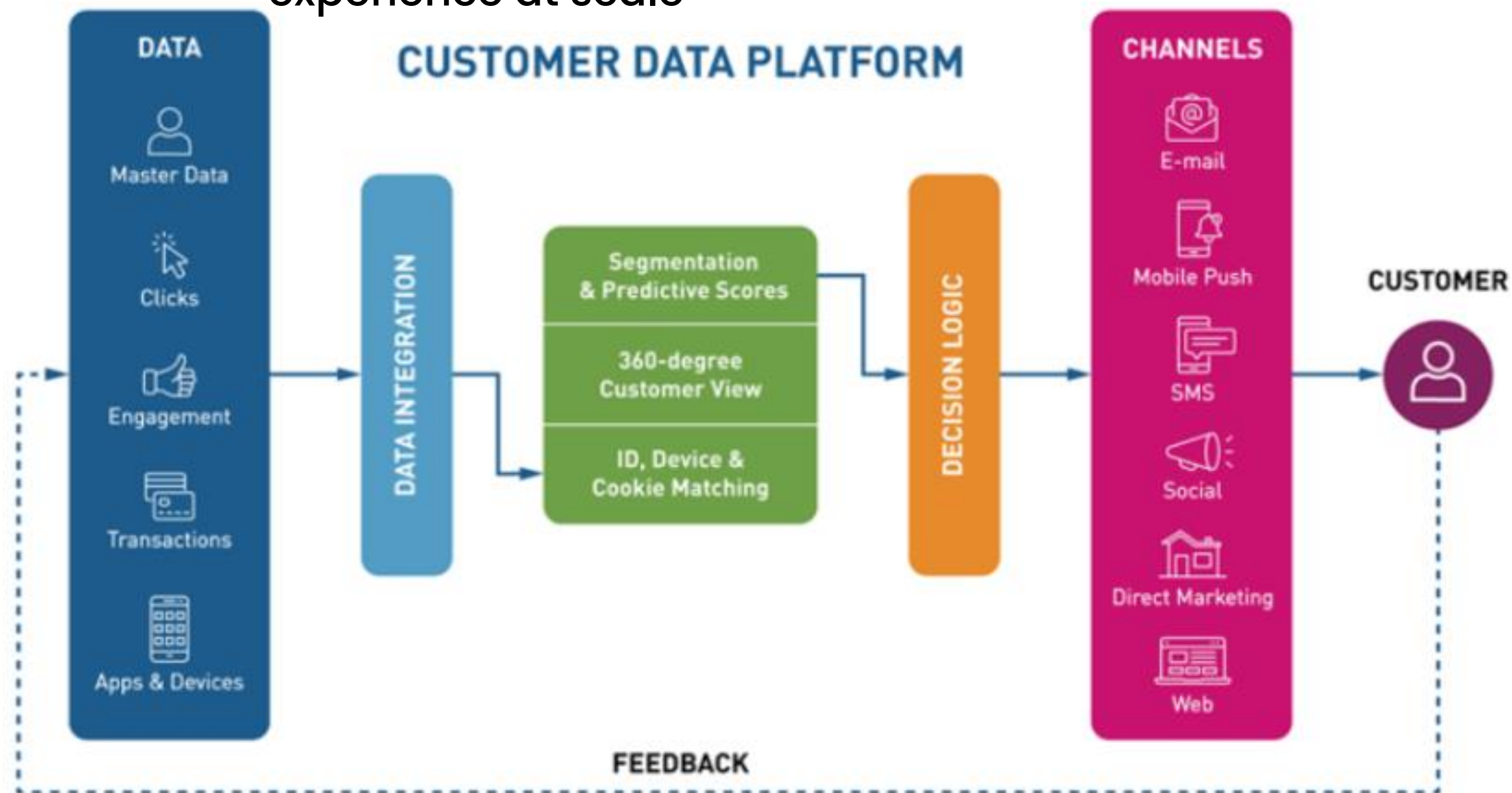Saranyu continuously adds value to your OTT Journey

New Products & Solutions   **2025**

Customer Data Platform (CDP) a Next-Gen Customer Data Hub

> Saranyu CDP, an advanced customer data management solution consisting of a centralized database with the ability to ingest, integrate, manage, & analyze customer data, to personalize the customer experience at scale

CUSTOMER DATA PLATFORM

Data Lake

Data Visualization

Funnels, Customer Journey, Notifications

Web, Android, iOS SDK

Saranyu CDP

An advanced customer data management solution

IP Partner Saranyu Own

Saranyu CDP includes

- ✓ **Data Lake – centralized data repository**
- ✓ **Omni channel data ingestion**
- ✓ **Multi database architecture**
- ✓ **Multiple deployment options**
- ✓ **Funnels, Customer Journeys, Notifications, Actionables**
- ✓ **Customizable Dashboards, Usage Reports, & Analytics**
- ✓ **Regular Backups – Tiered storage**
- ✓ **Web, Android, & iOS SDK for easy app integration**

Saranyu CDP Solution Highlights

SARANYU CDP, DEPLOYED ON DOCKER/KUBERNETES AND ON CUSTOMER INFRASTRUCTURE, ENSURES COMPLETE DATA OWNERSHIP AND SCALES TO MANAGE 2 BILLION DATASETS FOR REAL-TIME QUERIES. IT OFFERS ADVANCED FEATURES LIKE NOTIFICATIONS, USER JOURNEYS, COHORTS, FUNNELS, AND CUSTOMIZABLE REPORTS, WITH SEAMLESS APP INTEGRATION FOR UNPARALLELED ANALYTICS AND ENGAGEMENT.

Data Lake
Centralized storage for storing raw, unstructured & structured customer data from various sources in their native format.
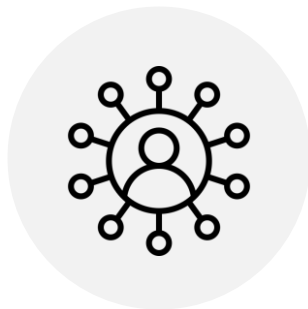
Omni Channel Events
Real-time customer interactions across websites, apps, emails, and stores. Unified view for seamless, personalized engagement, enhancing consistency and customer experience

Data Ownership
Enterprises retain full ownership of their customer data, ensuring control over access, usage, and compliance.

Dashboard, Analytics & Reports
Intuitive dashboards, in-depth analytics, and customizable reports, providing real-time insights into customer behavior and trends.

Funnels, Cohorts, & More ...
Provides Funnels, Cohorts, and User Journeys to track conversion paths, group users by shared behaviors, and visualize end-to-end customer interactions.
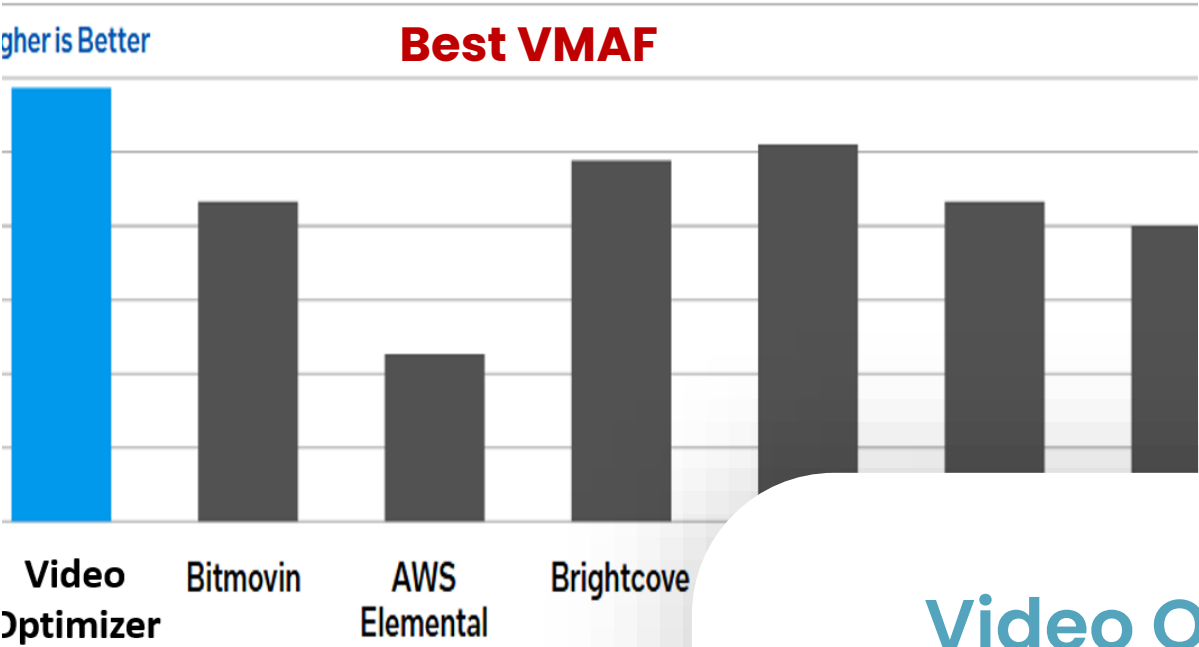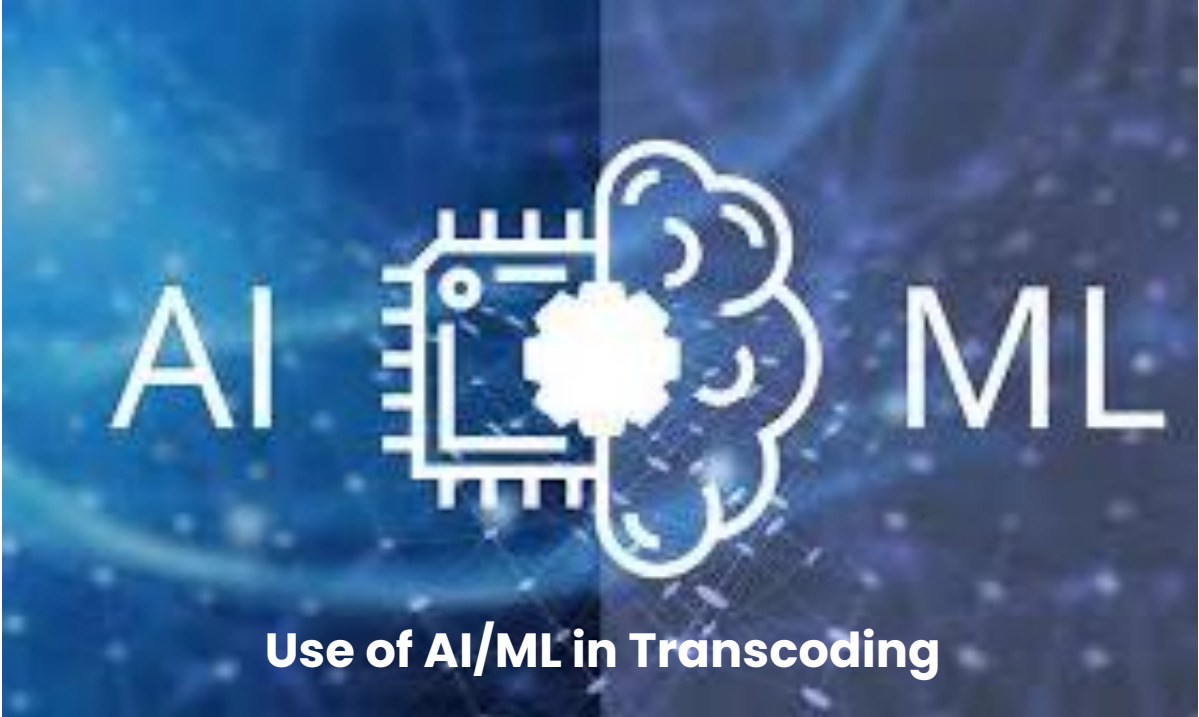
App SDK
Offers App SDKs to seamlessly integrate customer data from mobile apps, enabling real-time tracking of user interactions.

Video Optimizer - Universal Content Adaptive Encoding

Video Optimizer (U-CAE), is an AI/ML based product suite for optimized video transcoding for general purpose file2file transcoding, VoD streaming, Live streaming, and mezzanine files transcoding. U-CAE assures high efficiency, low latency, significant cost savings, and standard compliance for all use cases.


Use of AI/ML in Transcoding

61% bitrate reduction (2.8Mbps vs. 7.8Mbps)
Side-by-side comparison with FFm
Encoded in H.264 at 1920x800
VMAF score 0.5 higher
FFmpeg 7.8Mbps
Video Optimizer at 2.8 Mbps

Higher is Better — Best VMAF
Video Optimizer | Bitmovin | AWS Elemental | Brightcove

Video Optimizer

An advanced AI/ML based Content Adaptive Encoder

IP Partner under NDA

Source Content (VOD/LIVE) → Transcoder [Decoder → Scaler → Encoder] U-CAE Optimizer → Packager → Server-Side → CDN → Playback → QoE Measure

Benefits include
- ✓ **Significant reduction in bit rate without quality compromise**
- ✓ **Improves visual quality & UX KPIs**
- ✓ **Significant cost savings**
- ✓ **Fully standard compliant**
- ✓ **Positively impacts size, cost, bandwidth, & quality**
- ✓ **Supports H.264, H.265, AV1, and many other codecs**

04.
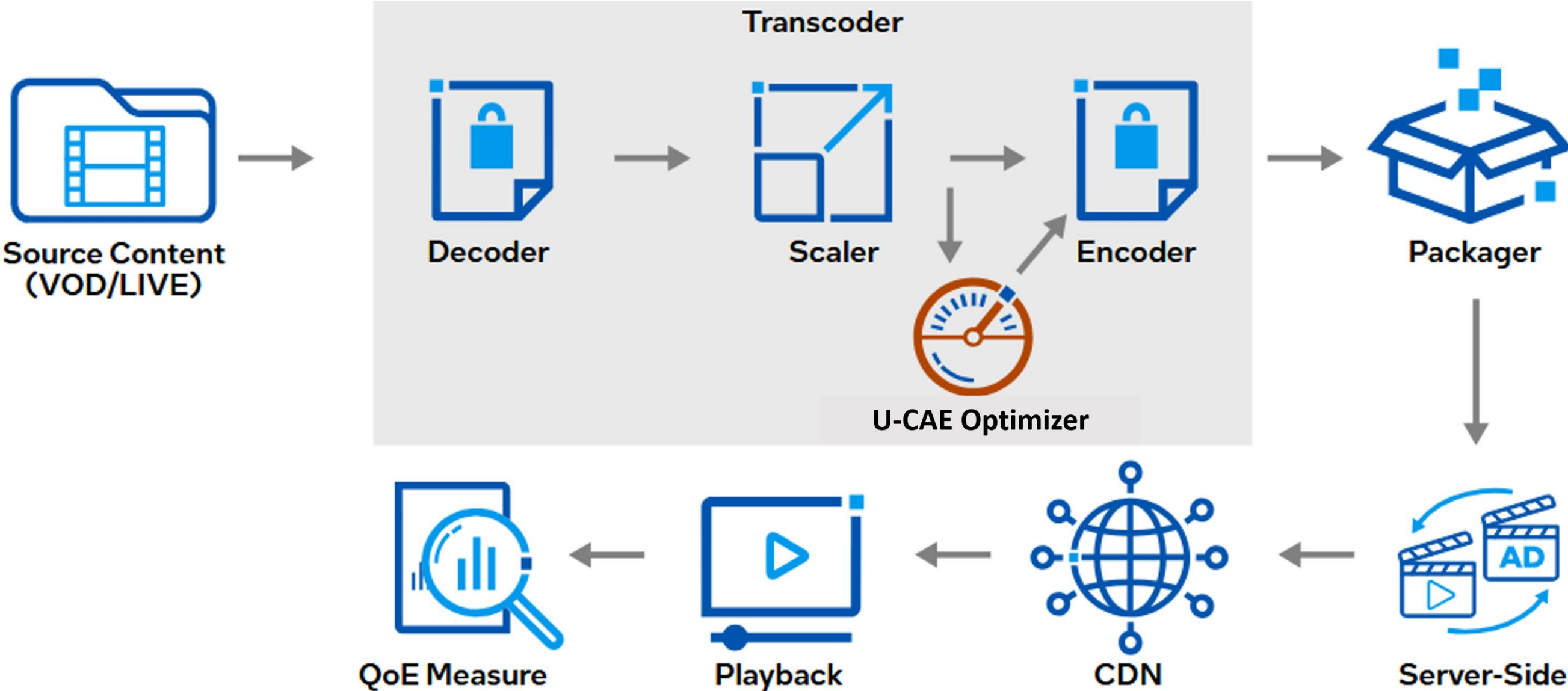
Video Optimizer Solution Highlights

Video Optimizer is an AI-powered Content-Adaptive Encoding (CAE) solution that reduces video bitrate by up to 40% while maintaining quality. It supports AVC, HEVC, and AV1 codecs, working with both CPU and GPU infrastructures. The solution is available for VOD, live streaming, and mezzanine file compression, optimizing bandwidth and storage costs. It integrates seamlessly into existing workflows, enhancing efficiency for OTT service providers.
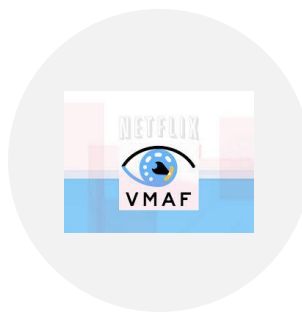
Dynamic Optimization

Powered by efficient AI/ML Models, Optimizer provides Real-time, frame-level optimized transcoding.

Streaming Bandwidth Savings

More than 50% average bit rate reduction in production deployment settings. This clearly reducing streaming bandwidth needs and hence cost.

Visual Quality & Trade-offs

Higher VMAF scores at the same or lower bit rates. Also, flexibility in trade-off between quality, computing, & bit-rate
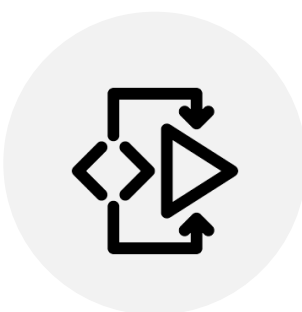
Multi-Codec & Encoder Support

Support for wide range of codecs including x264, x265, AV1, and encoders like FFMPEG, Intel QSV, Nvidia NEVNC, and Qualcomm.
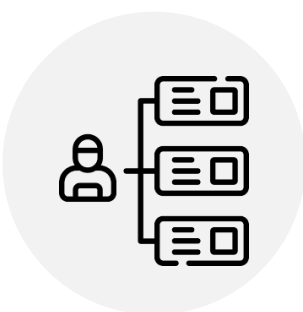
Multiple Use cases

Supports multiple cases VoD Transcoding, Live Video Transcoding, Mezzanine (Gold) File Transcoding and Storage optimization. Both On-premise and Cloud Infrastructures

Seamless Integration

Ease of Integration with API centric Encoders without any change in H/W, workflows, or need for any additional hardware.

MAGMA – AI based Video Dubbing Framework

> Imagine having a single video—say, in English—and with just one click, it's ready to be published in over 80 languages. That's the magic of MAGMA—a powerful AI framework that blends cutting-edge AI-based speech processing with the next-generation audio & subtitle capabilities.
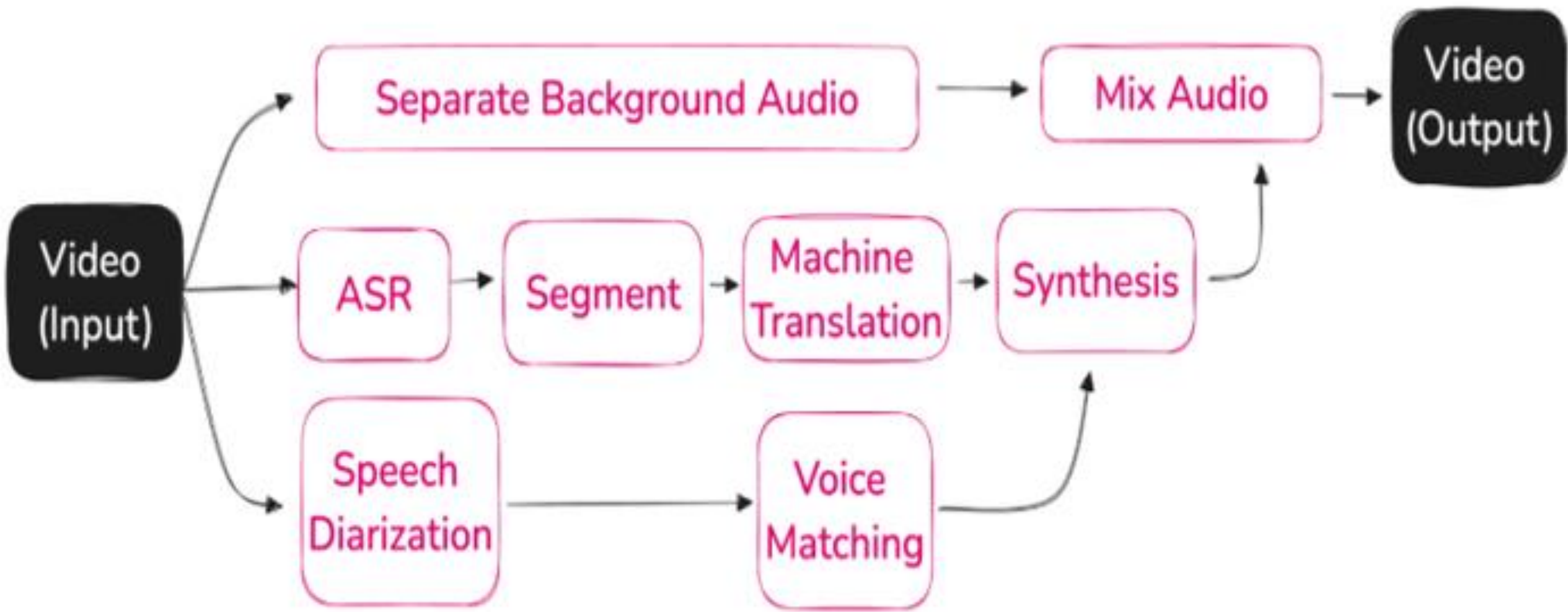
Multi-language Support – 80+

Multi-speaker Support - 12

Auto Subtitle Generation

MAGMA

An AI based framework for seamless Video Dubbing

**IP Partner
Saranyu
Own**

Features include

✓ **Seamlessly translate video content into 80+ languages**
✓ **Support up to 12 distinct voices (speakers)**
✓ **Create natural-sounding speech in any target language**
✓ **Generate and embed subtitles with ease**
✓ **Multi-audio Transcoding - users dynamically choose their preferred language**
✓ **Singe click simplicity and intuitive Web UI**
✓ **Ed Tech, Digital News, Marketing, Social Media Use cases**

Video (Input) → Separate Background Audio → Mix Audio → Video (Output)

Video (Input) → ASR → Segment → Machine Translation → Synthesis

Video (Input) → Speech Diarization → Voice Matching → Synthesis

06.

Smart TV Apps on Cloud TV, a complete certified ecosystem

> Cloud TV is a certified Smart TV OS with 6M+ users, offering AI-driven content discovery, 100+ licensed apps, and free streaming channels. It features personalized recommendations, voice control, and a companion mobile app. Focused on affordability, it supports 200+ content partners for app visibility and monetization.
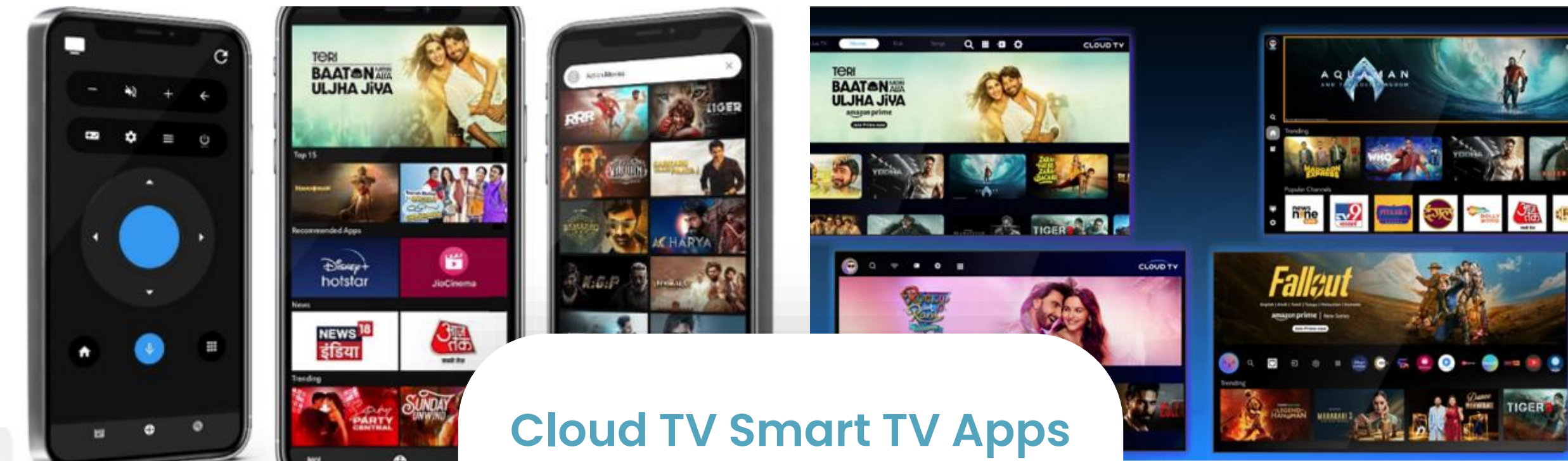
Cloud TV Smart TV Apps

A Comprehensive Smart TV App on Cloud TV OS

IP Partner
Cloudwalker Streaming Technologies

Benefits include

- ✓ **6 million+ TV Brands use Cloud TV OS**
- ✓ **Multiple Launcher Themes**
- ✓ **Content Recommendations**
- ✓ **Complete Cloud TV App Store**
- ✓ **Companion Mobile App**
- ✓ **Universal Search & Voice Assistant**
- ✓ **User Profiles**
- ✓ **Extensive Marketing Support**

xHE-AAC Codec – Experience Superior AV Streaming

> xHE-AAC, the latest in the AAC codec family, is ideal for modern streaming services, offering adaptive bitrate support (12-320+ kbps), improved speech clarity, and seamless playback. Its built-in MPEG-D DRC ensures consistent loudness, while native support in Android, Fire OS, iOS, and Windows makes it widely accessible.

xHE-AAC FOR MOBILE STREAMING: QUALITY COMPARISON (MUSIC)

xHE-AAC FOR MOBILE STREAMING

Extended HE-AAC

HE-AAC v2

HE-AACv1

| AAC-LC Low Complexity | SBR Spectral Band Replication | PS Parametric Sound | USAC Unified Speech and Audio Coding |
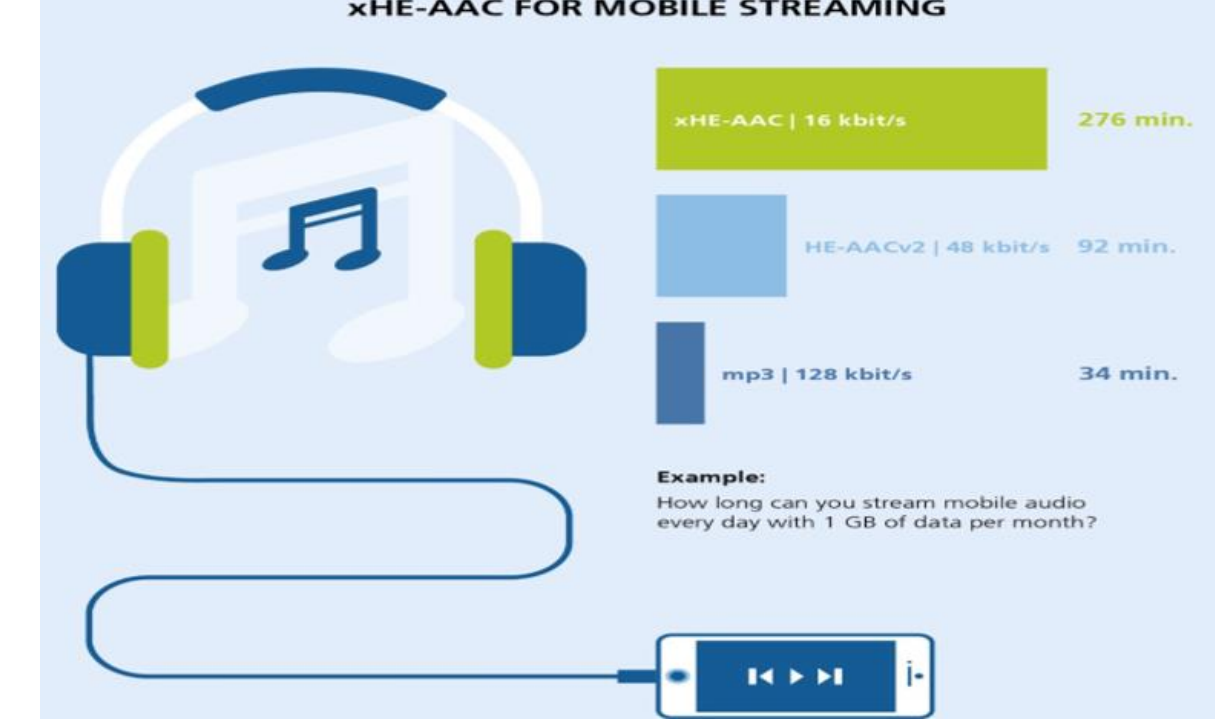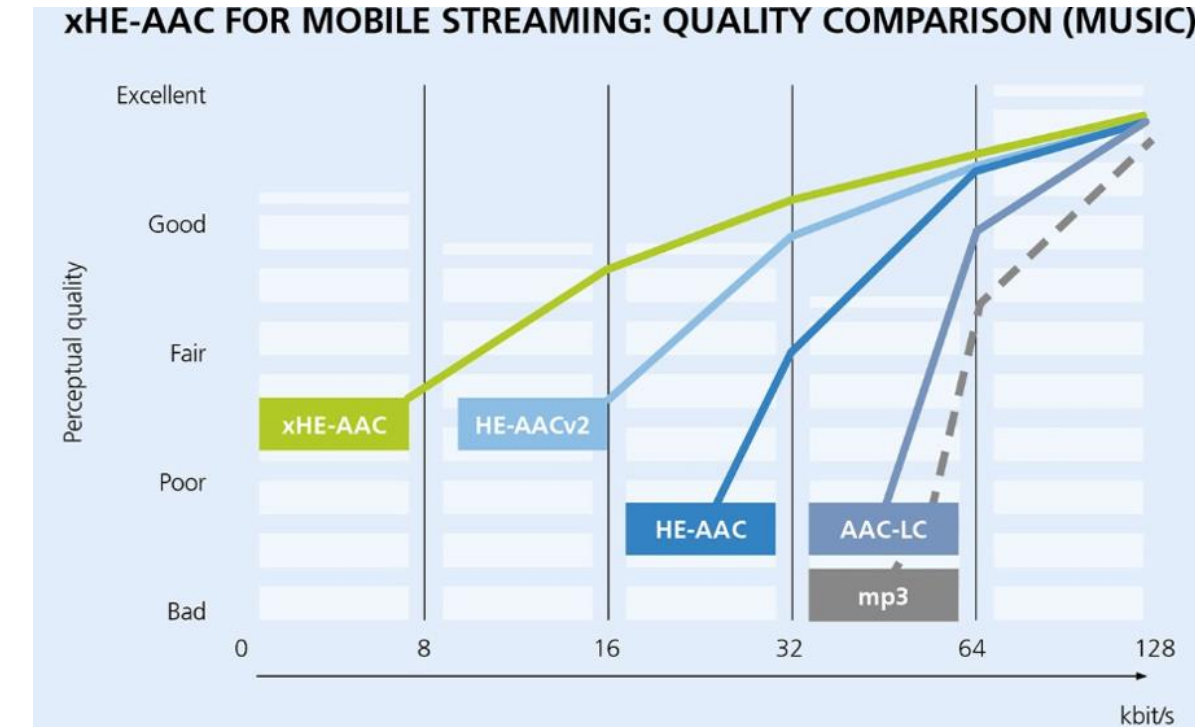
xHE-AAC Codec

Fraunhofer IIS developed superior next generation audio codec

IP Partner Fraunhofer IIS

Benefits include

✓ **Delivers high-quality sound even in low-bandwidth conditions**
✓ **Reduces buffering and ensures smooth playback**
✓ **Saves data while maintaining high audio clarity**
✓ **Wide Bitrate Range: Operates from 12 kbps to 500+ kbps**
✓ **Seamless Bitrate Adaptation: Perfect for adaptive streaming**
✓ **Ensures consistent audio levels across different devices and content**
✓ **Low Latency**

CRAFT – Gen AI based Content Recommendation Engine

CRAFT is Saranyu's recommendation engine that personalizes content suggestions using factors like viewing history, preferences, and demographics. It leverages TF-IDF, K-Means clustering, and keyword extraction for tailored recommendations. These are then refined by an LLM, which applies specific rules to enhance content predictions
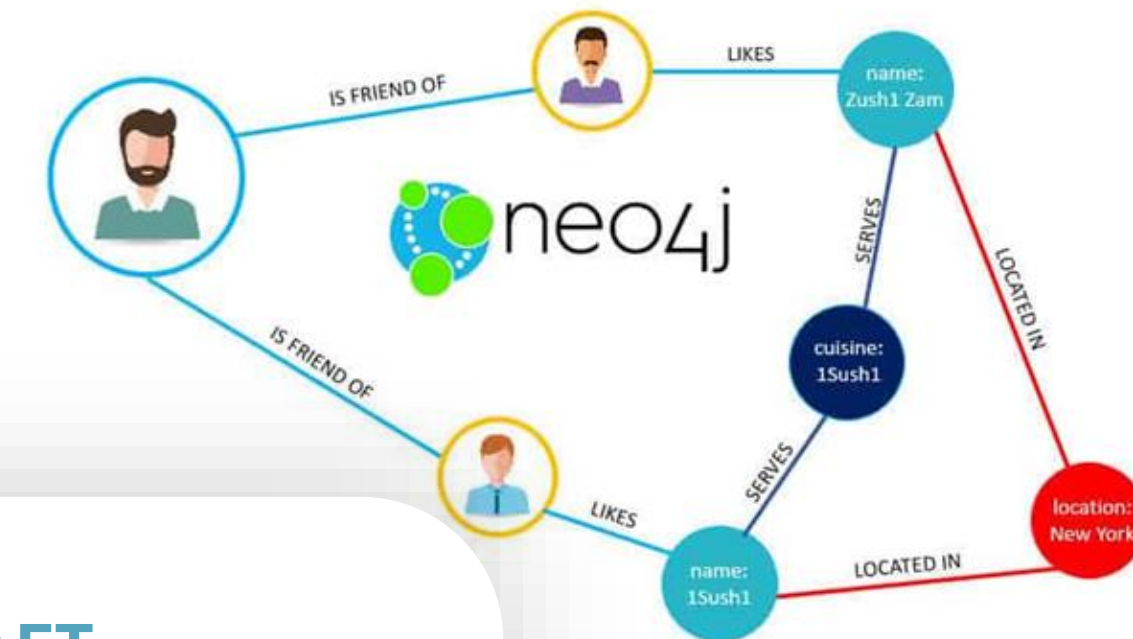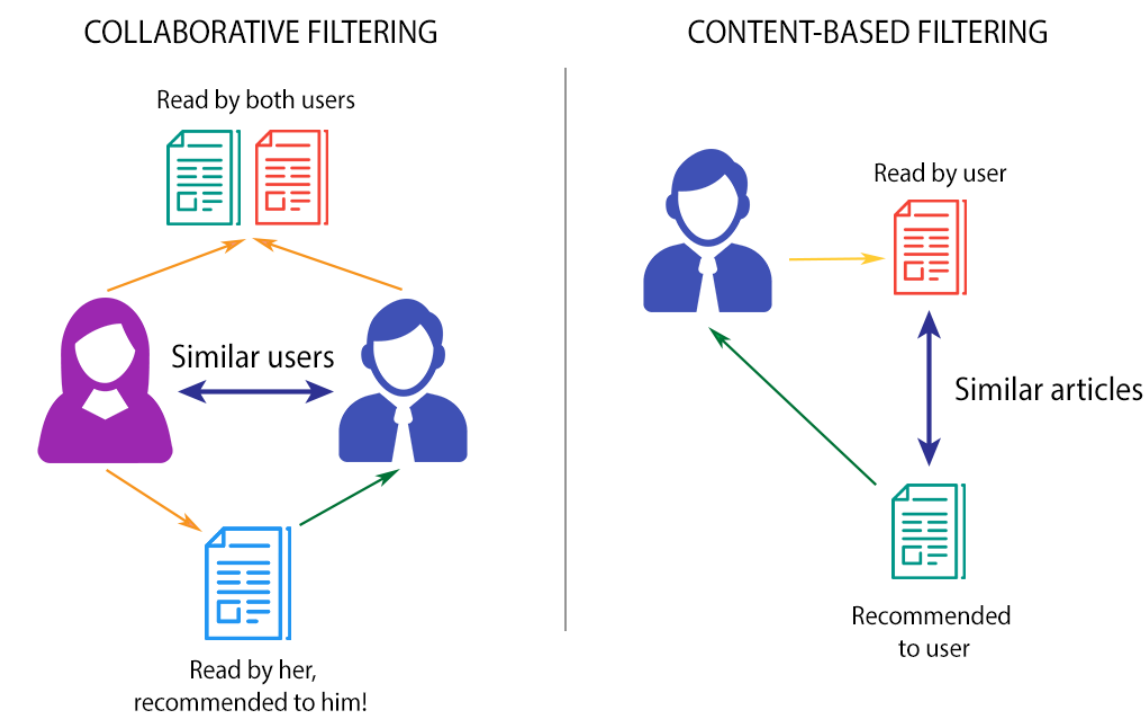
CRAFT
An advanced recommendation engine combining ML algos & LLM

IP Partner
Saranyu Own
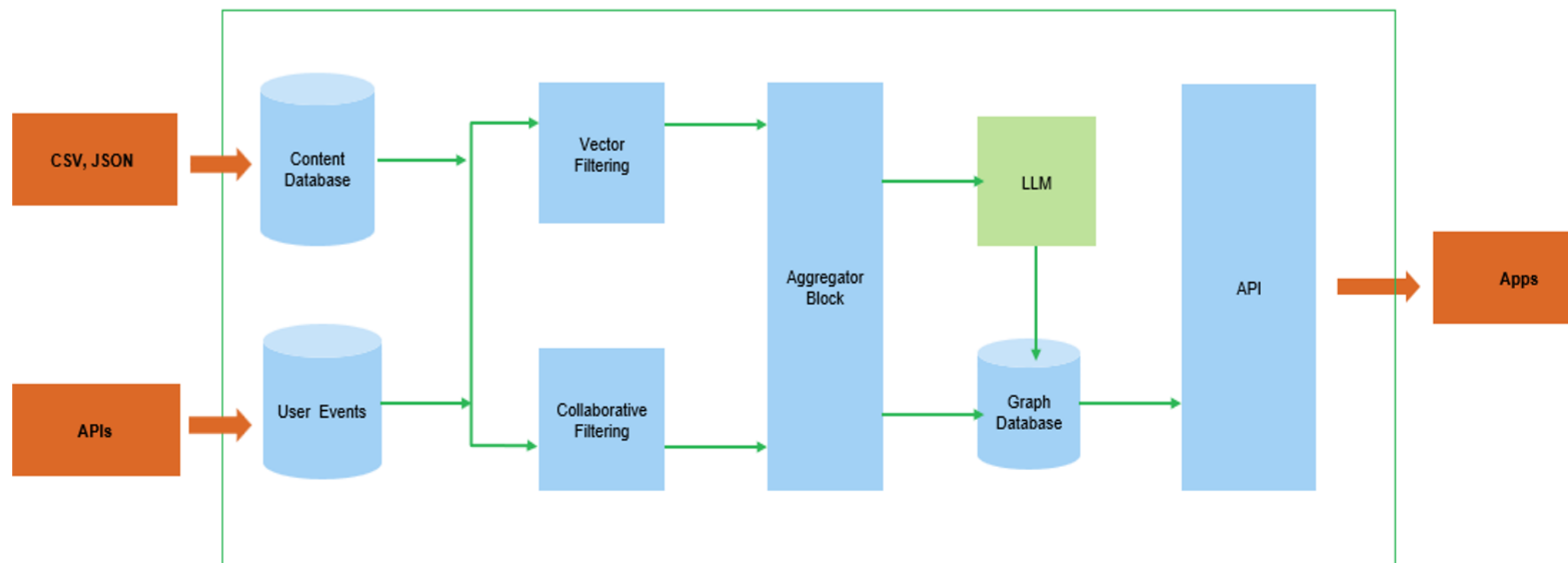
Features include
- ✓ **Leverages different AI/ML filtering algorithms**
- ✓ **Integrates LLMs for improved and relevant recommendations**
- ✓ **Uses Graph Database for complex queries & faster access**
- ✓ **RESTful APIs for application integration**

Anti Piracy - Content Protection across WWW & Digital Platforms

AiPlex offers comprehensive anti-piracy solutions for content creators across digital platforms. Their services include infringement detection, takedown tools, advertisement monitoring, and payment gateway management, effectively disrupting piracy. With a high compliance rate, they have removed millions of infringing links and mobile apps, becoming a trusted partner for over 300 content owners.

Social Media Sites TAT

		TAT
YouTube	1,44,46,540	5 – 10 secs
telegram.org	1,22,03,168	TAT 8 – 16 hrs
instagram	64,05,219 Links Removed	TAT 2 – 10 min
facebook	34,08,317	TAT 2 – 10 min
tiktok.com	27,75,376	TAT 1 hr
sharechat.com	16,64,152 Links Removed	TAT 1 hr
dailymotion.com	16,57,554 Links Removed	TAT 1 – 5 mins
ok.ru	4,89,575 Links Removed	TAT 1 hr
vk.com	3,18,429 Links Removed	TAT 18 hrs
twitter	2,30,529 Links Removed	TAT 3 hrs

Delete Mobile Apps & APKs

Momix	13,868 Apk files have been Removed
HD Streamz	9,937 Apk files have been Removed
Foxi Tv	8,248 Apk files have been Removed
Oreo Tv	6,060 Apk files have been Removed

Movierulz	10,632 Apk files have been Removed
BEE TV	8,961 Apk files have been Removed
MovieBox Pro	8,109 Apk files have been Removed
HDO Box	5,648 Apk files have been Removed

UGC Host Sites TAT

Search Engine Delisting

Streaming

Cyber Lockers

AiPlex Anti-Piracy
A comprehensive Anti-piracy solution to protect content, revenue & brand reputation

IP Partner AiPlex

Social Media Platforms

UGC Sites with 250+ Take DownTools

Hosting Sites, Source Sites, 3gp Sites, Registrant, Protected Domain / Pass through network, Hosting Service Provider, Registry & ICANN

Mobile Apps & IPTV

Search Engine Delisting

ACCESS DENIED
Website Blocking (John Doe Order)

Revenue Disruption – Ads & Payment Gateways
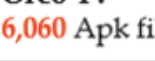
Anytime / Anywhere Reports – Proprietary Mobile APP – For real-time reports of Compliance achieved.

Features include
- ✓ Detect-Verify-Enforce-Delete
- ✓ Social Media Sites infringement removal
- ✓ UGC Host Sites Takedown Tools
- ✓ Remove Illegal Mobile Apps, URLs, & APKs
- ✓ Search Engine Delisting
- ✓ Block & Suspend Websites
- ✓ Prevent Revenue Disruption

Upcoming Solutions ...

Efficient, optimized CDN service for
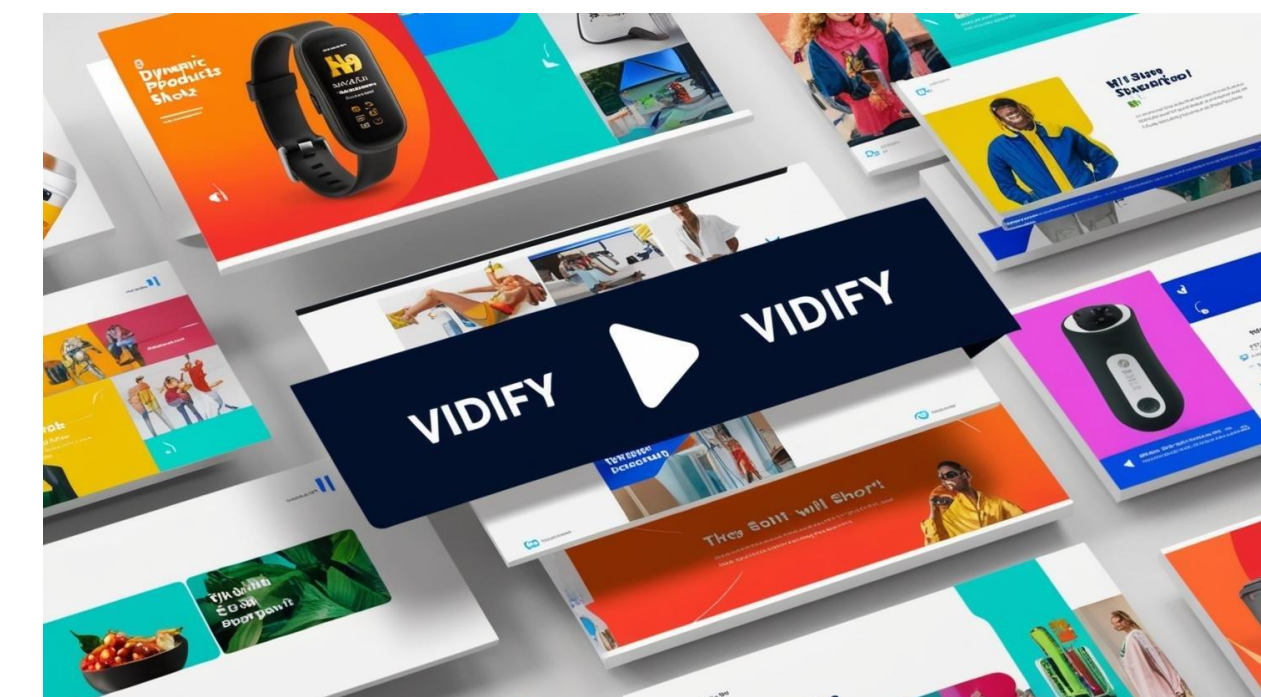OTT & Other Video Platforms
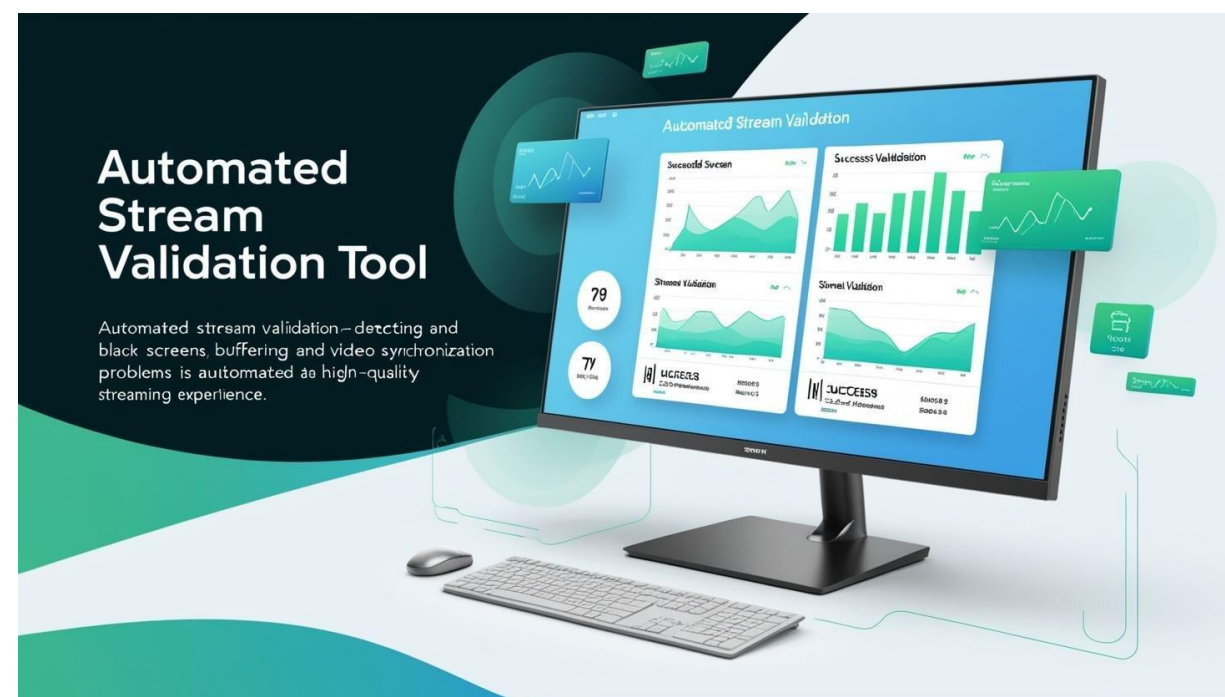
Automated Video Stream Validator for
Smart TVs

InstaFAST – A next generation Free Ad-
Supported TV Technology Platform

Next Generation Immersive and
Interactive Standard Compliant Audio

VIDIFY - AI based Video creation from Text
Prompts & Images for Content Creation

Saranyu caters to all your OTT and
Digital technology needs –
platforms, apps & solutions.

Contacts us for all your OTT & Digital needs & more ...

GET IN TOUCH

Our Address

Vasant's Business Center
No. 15, 3rd Floor
Queens Road, Vasanth Nagar
Bengaluru – 560052, India

Office Hours

Monday - Friday
09:00 AM – 06:00 PM
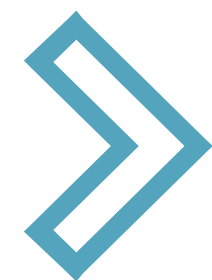
Call Us

+91 (80) 98456-91844
+91 (80) 98457-55356

Follow Us

www.saranyu.in
Saranyu Technologies | LinkedIn

Thank You.

SARANYU TECHNOLOGIES IS A LEADING OTT & DIGITAL TECHNOLOGY SOLUTION PROVIDER THAT CATERS TO ALL YOUR OTT & DIGITAL TECHNOLOGY NEEDS.
TALK TO OUR SALES REPRESENTATIVE TODAY!