

iVision, Inc.  
1430 West Peachtree St. NW  
Suite 425  
Atlanta, Ga 30309  
t 678.999.3002  
f 678.495.1454  
iVision.com



## iVision Delivers on “March Madness” Streaming Video for CBS

*iVision management platform supports video on demand for NCAA Basketball Playoffs*

Atlanta (Apr. 6, 2010) – iVision succeeds in helping provide a Microsoft Silverlight streaming video platform for online broadcast of the NCAA “March Madness” basketball tournament for CBS. The system captured all video content that was broadcast real time to the public. iVision, Inc., one of the nation's fastest growing private technology firms, delivered customized monitoring and management tools necessary to ensure the overall health of the streaming video.

In search of a viable platform, CBS turned to Microsoft’s “Live Smooth Streaming” video technology to replace the existing Sun Solaris platform. This infrastructure was built using the Windows 2008 R2 operating system and Internet Information Server 7.5. All video content was captured in the Major League Baseball (MLB) data center in New York.

To support the health and delivery of the online video for the basketball tournament, iVision utilized Microsoft System Center Operations Manager 2007 R2 (SCOM) to provide the requisite monitoring telemetry, ensuring a smooth real time broadcast. The Live Smooth Stream platform also included the following:

- Silverlight Smooth Stream Server Infrastructure - Servers that provided the Live Smooth Streaming environment
- Operations Manager 2007 Custom Management Pack - Custom management packs used for monitoring the health of the streaming servers and variable bitrates
- Windows Infrastructure - Windows 2008 with HyperV to support virtual instances of Active Directory and Operations Manager 2007
- Custom Development - Custom tools that assisted with the monitoring and management of the Smooth Streaming platform

In discussing the company’s efforts for CBS, iVision COO David Degitz – a former participant in NCAA March Madness Tournament with Penn State – noted, “We were thrilled to undertake this Silverlight Smooth Stream Project for CBS. March Madness is one of the premier sporting events in the United States. It was an honor to be a part of this project and provide streaming video for all college basketball fans.”

## About iVision

iVision, the technology integration and management firm, was founded in 2004. Headquartered in Atlanta, iVision designs, selects, builds and manages next-generation IT infrastructures and application solutions. Between 2004 and 2010, the firm has experienced exponential growth, increasing annual revenue by more than 6,900 percent. The firm engineers success for its clients through objective recommendations, delivery expertise, best-of-breed guidance and a diverse network of partners.