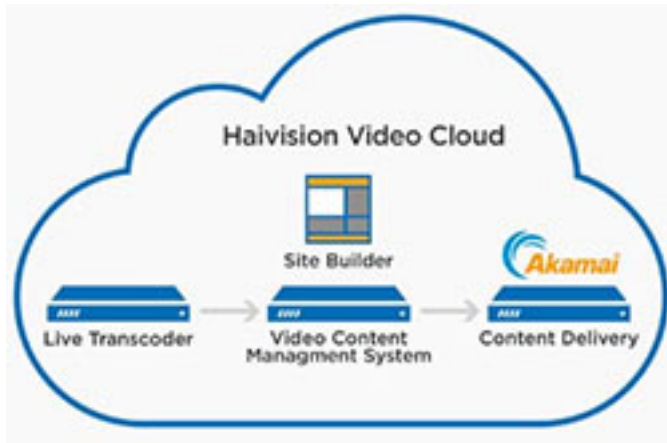# Haivision Video Cloud Goes Live

Written by Richard
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The **Haivision Video Cloud** simplifies the complexity of live and on-demand video workflows by providing an end-to-end media platform. This online video platform provides lets companies engage their audiences with dynamic media content, regardless of network or device.

The Haivision Video Cloud integrates on-premise source encoding, file-based and live transcoding, media management, microsite builder, automated publishing and feed management and viewer-based real-time analytics. With the Haivision Video Cloud, organizations can implement an end-to-end system they can rely on to deliver both live and on-demand media experiences to any connected device.

The Haivision Video Cloud features the ability to automate the delivery of content to websites, mobile devices and tablets, along with social media syndication.

Core components of the Haivision Video Cloud include:

   - A video content management system (VCMS)
   - Haivision's flagship live cloud transcoding engines that support adaptive streaming formats with   **KulaByte**, pay-per-use automated cloud transcoding with HyperStream Live and 24/7 linear cloud transcoding services
   - Easily configurable video micro-sites with Haivision's Site Builder, to present video content in customized media webpages
   - Content delivery powered by **Akamai**'s industry leading content delivery network (CDN)

for storage and transport

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