Synamedia

The most effective way to manage your multi-CDN delivery

Quortex Switch revolutionizes multi-CDN management by giving you complete control over your video delivery strategy. With its real-time content steering, Quortex Switch ensures seamless, uninterrupted streaming experiences—eliminating mid-stream disruptions and maintaining high-quality playback for your viewers.

Enhance viewer experience with multi-CDN switching

Quortex Switch eliminates traditional inefficiencies in CDN switching by enabling mid-stream transitions without playback disruption. Fully compatible with HLS and DASH protocols, it empowers you to manage complex video distribution topologies effortlessly. With Quortex Switch, you can segment audiences with parameters such as geographic location, and assign CDNs accordingly, ensuring optimal performance and reliability.

Easy integration with leading CDN and QoE Providers

Designed as a standalone solution, Quortex Switch integrates with any CDN provider, including Synamedia's Fluid Edge private CDN, and supports real-time traffic balancing. The platform also incorporates Quality of Experience (QoE) monitoring through leading video player metric providers such as MUX. By setting QoE event thresholds, you receive instant notifications, allowing for rapid adjustments and uninterrupted service.
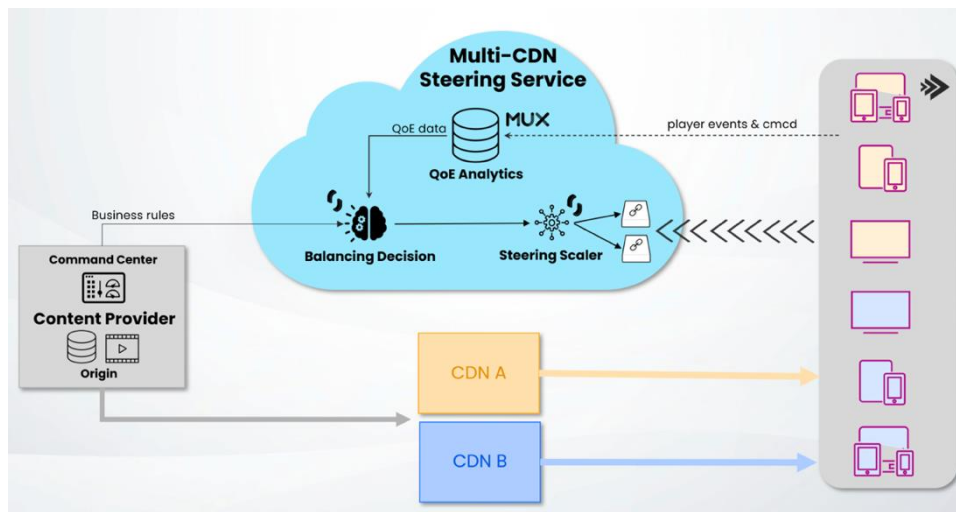
Reduce video delivery costs

By preventing payment for unused capacity and reducing unnecessary infrastructure expenditures, Quortex Switch optimizes resource allocation, resulting in substancial savings.

Built on industry standards for maximum compatibility

Quortex Switch is designed in alignment with the latest global content steering standards. By adhering to widely accepted frameworks such as those developed by the DASH Industry Forum (DASH-IF) and the Streaming Video Technology Alliance (SVTA), Quortex Switch eliminates vendor lock-in and costly player agent integration. It also incorporates support for advanced industry protocols, enabling data-driven, standardized content delivery that meets evolving industry requirements.

Highlights

- Ensures uninterrupted playback with real-time traffic balancing
- Eliminates disruption and rebuffering with mid-stream switching
- Integrates with leading QoE monitoring solutions to provide real-time end-viewer data
- Reduces operational expenses by choosing the most efficient route
- Built on global content steering standards to ensure full interoperability with any kind of CDN and video format

Features and Benefits

Enable real-time CDN switching

- Maintain the best quality of experience with mid-stream switching
- Set your own balancing rules by creating viewer segments and assigning dedicated CDNs

Optimize quality of experience (QoE) and service reliability

- Leverage built-in QoE monitoring and receive notifications to resolve playback issues.
- Set custom QoE event thresholds to allow instant disaster recovery and traffic rerouting

Maximize cost-efficiency

- Prevent payment for unused capacity by allocating traffic where needed.
- Reduce infrastructure overhead while maintaining consistent high-quality streaming.

Ensure seamless integration with existing workflows

- Support for HLS and DASH streaming protocols ensures broad compatibility.
- Easily integrate with video players and analytics platforms such as MUX for advanced monitoring.
- Support Deploy as a standalone solution or alongside Synamedia's Fluid Edge private CDN and Quortex Play for enhanced control.

Future-proof your multi-CDN strategy with industry-standard compliance

- Built on global content steering standards to eliminate vendor lock-in and costly third-party user agent integration.
- Increase security by managing short-term tokens within Content Steering server
- Ensures interoperability with the latest industry frameworks and evolving streaming technologies.

About Synamedia

Synamedia Iris is transforming advertising across the video industry. Synamedia delivers, enriches, and protects video. Our cloud-native and SaaS solutions empower customers to scale and monetize video services efficiently, ensuring low-latency delivery and exceptional image quality. Our Video Network portfolio includes video distribution, streaming, Edge CDN and multi-CDN management, monetization, ad insertion, cloud DVR (cDVR) and time-shift TV, video compression and processing, and cloud and IP transition.

Next Steps
To learn more about the Synamedia or to book a demo, contact us.

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