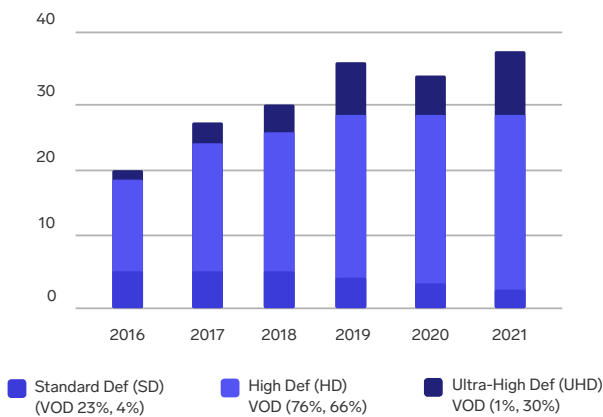


### The problem: Fast video encoding

Efficient video broadcasting is becoming crucial for a number of activities that utilize video on the internet: from advertising to news to sport and social media, more and more content video is produced, shared and broadcasted every day.

YouTube claims that over 400 hours of content are uploaded every single minute. Cisco states that annual global IP traffic will reach 3.3 ZB per year by 2021, and IP video traffic will be 82% of such number. Video traffic will grow fourfold from 2016 to 2021. It would take more than 5 million years to watch the amount of video that will cross global IP networks each month in 2021.

The broadcasting of huge video files is very expensive, as they use a lot of bandwidth and cannot be handled efficiently. Therefore, to be transmitted, videos need to be encoded. The encoding methodology is based on mathematical algorithms such as Codec, that in the last years has dramatically improved the quality/size ratio. But to do so, more calculation power and thus more computing resources are necessary.

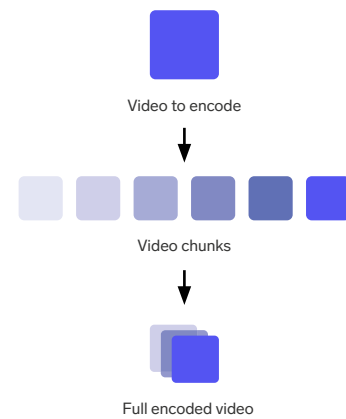


### The solution: Tangram

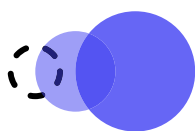
Tangram has developed a decentralized platform that provides video encoding services using peer-to-peer technology: virtually any server, pc, smartphone or even TV and wash machine, has unutilized (or sub-utilized) computational power that can be used to perform encoding tasks.

The Tangram App (for smartphones, desktop and IoT devices) will allow users to become part of the Tangram network to perform encoding task on individual video fragments shipped from a central HUBs cluster.

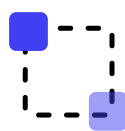
Such technology will be using both permissioned (i.e. private) and public Blockchain (Ethereum) as an effective, innovative and secure tool to identify and authenticate users, to empower and synchronize the tasks to be performed, to track and manage encoding activities thanks to the distributed ledger technology. Finally, Blockchain will be used to record credits and reward the users.



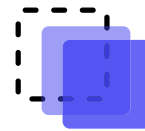
### Competitive advantage



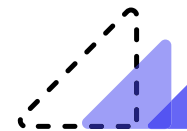
Faster



Reliable



Scalable



Affordable

### Tangram Team



Chiara Verderio  
CEO



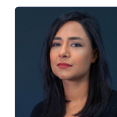
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