

Company Profile

Sorenson Media (www.sorensonmedia.com) offers comprehensive, award-winning video solutions that empower customers to easily and affordably deploy the highest-quality video across the Internet. Included among its products and services are the Sorenson 360 Video Delivery Network (VDN); Sorenson Squeeze, the gold standard encoding application; Sorenson Squish and SquishNet, an easy-to-use browser-based video publishing platform for user-generated content; and Sorenson Spark, the industry's most widely used video codec, which today empowers the largest selection of Internet video on mobile devices and other consumer products.

From its inception in 1995, Sorenson Media has been instrumental in mainstreaming Internet video, and is committed to dramatically improving the online video experience for content creators and consumers alike. Sorenson Media is led by two highly regarded industry leaders. Chairman and founder James Lee Sorenson has built and led successful ventures in industries ranging from Internet video and telecommunication services to private equity, medical devices and large-scale real estate development. President and CEO Peter Csathy is a 20-year digital media veteran who has helped drive the success of high-growth digital media companies, including SightSpeed and Musicmatch (both of which achieved successful exits), as well as established media players such as Universal Studios and New Line Cinema.

The Creation of Sorenson Media

Prior to the founding of Sorenson Media, high technology costs and bandwidth limitations prevented the widespread utilization and deployment of Internet video. James Lee Sorenson established the company in December 1995 to address market demand for rich online media content by developing innovative, cost-effective video encoding technology that significantly reduced bandwidth requirements while preserving video quality. Originally called Sorenson Vision, the company developed technology licensed and ultimately acquired from Utah State University. The company first unveiled its "codec" (compression and decompression tool) at a developer's preview at MacWorld in January 1997.

A New World Standard of Video Compression and Encoding

Apple acknowledged the superior quality of Sorenson Media's video encoding technology by licensing the Sorenson Video 1 (SV1) codec for inclusion in the Apple QuickTime video player, establishing a new and higher standard for video quality on the Internet. The SV1 codec was included with the release of QuickTime 3, and received wide exposure with the release of two high-profile online trailers for Star Wars Episode I: The Phantom Menace, both of which utilized the pioneering codec.

Since its release, Sorenson Media's industry-changing video encoding technology has been used repeatedly by major motion picture studios such as Disney, Lucas Film, MGM and Paramount to deliver high-quality streaming video movie trailers over the Internet for a host of high-profile feature films. The Sorenson Video Pro encoder was the first of many industry-changing products and technologies created by Sorenson Media, and the strategic partnership with Apple was the first of a number of such productive collaborations for Sorenson Media with major industry players.

“Squeezing” the Internet Video Market

When Sorenson Media's flagship Sorenson Squeeze product was released, its ease of use and cost-effectiveness made it the first video encoding application appropriate for novice and professional users alike, and it quickly established industry leadership. Sorenson Squeeze 1.0 worked seamlessly with the Sorenson Video Pro codec, and its intelligent presets for streaming, progressive download and CD delivery made it possible for a broad user group to compress video without the need to master the intricacies of video encoding.

Sorenson Media has continued to update Sorenson Squeeze, ensuring the ability to output content in all of the most popular video formats, while maintaining its reputation of producing high-quality video without a complicated workflow. Sorenson Squeeze 5 remains the industry-leading encoding application, enabling users to encode to Flash, QuickTime, RealMedia, Windows Media, MPEG-1, MPEG-2 and MPEG-4. The software can also encode in HD for MPEG-2, Flash, VC-1, and H.264 formats.

Sorenson Media has also partnered with Avid, the world's leading non-linear video production editing manufacturer for television news shows, commercials and major motion pictures, to integrate a customized version of Sorenson Squeeze into Avid editing software. This enables video editors to quickly encode high-quality video in a broad array of formats for online video streaming, progressive download and portable media, saving time and effort and eliminating the need for users to possess deep encoding domain expertise.

“Sparking” the Growth of Video on the Internet

Macromedia (now part of Adobe) recognized the desire of many Web developers to incorporate quality digital video to create eye-catching Web applications, and partnered with Sorenson Media to enable this ability. The release of Macromedia Flash with the Sorenson Spark codec allowed developers for the first time to easily combine high-quality video with Flash animation. Sorenson Squeeze for Flash also enabled developers to adjust encoding options to maximize the flexibility and quality of Flash video content creation.

Sorenson Spark was licensed as the original codec used to power video on YouTube. Since then, it has become the industry's most ubiquitous codec, with well over one billion videos over the Internet encoded exclusively in the Sorenson Spark format. The Sorenson Spark Software Developers Kit (SDK) gives developers the ability to enable their users to unlock this world of Internet video on mobile phones and other devices. Accordingly, manufacturers such as Sony, Verizon and Ingenient have licensed the Sorenson Spark codec for use in products ranging from mobile phones to the Verizon Hub, a touch-screen home phone system.

Sorenson VRS: Connecting the Deaf and Hearing Worlds

Sorenson Media used its leadership in video encoding and other technologies to develop products and services that transformed communications between the deaf and hearing worlds, creating unprecedented personal and professional opportunities for those worlds to effectively connect. Sorenson Media invested multiple years of research and millions of dollars in developing the first low-cost, high-quality videophones developed specifically for the deaf and hard-of-hearing community. The company partnered with D-Link to create the award-winning DVC-1000 i2eye videophone, then created the industry-best VP-100 videophone, in concert with the Sorenson Video Relay Service (VRS).

The industry-best quality of Sorenson Media technology, products and VRS services enabled the company to quickly establish and maintain dominance in the VRS marketplace. In 2005 Sorenson Communications was spun out of Sorenson Media and sold in one of the year's largest private deals in the United States - and the largest ever in Utah, where both companies are headquartered.

Squish and SquishNet: Fostering the Creation and Utilization of User-Generated Content

In 2007, Sorenson Media entered the user-generated video content market with the introduction of Sorenson Squish and Sorenson SquishNet. With Squish and SquishNet, Sorenson Media empowers users, in areas ranging from online marketing to higher education (including some of the most prestigious universities in the world), to easily engage in video-blogging, community and other forms of interactive media enhancement with tools that quickly deliver exceptional results.

Sorenson Squish is a client-side Java applet that enables users to publish high-quality video to Web sites without requiring them to leave the site or to install any additional software. It is compatible with all major browsers and supports all major image formats and input video formats. Client-side encoding maximizes quality, control, and upload speed, while clients save money because they do not have to bear infrastructure or maintenance costs while accepting user-submitted video onto their sites. The customizable Sorenson SquishNet snap-on video management component enables clients to immediately add user-generated video content to their Web sites. SquishNet helps the client host, organize, view and share content generated and uploaded with Squish and other tools.

Delivering the 360 Internet Video Experience

Sorenson Media continues to drive innovation in the world of Internet video, creating ever-more powerful and effective video solutions to build the promise and power of - and accelerating demand for - online video. In Q2 2009, Sorenson Media released Sorenson 360, a best-in-class Internet Video Delivery Network (VDN) that empowers individuals and organizations, for the first time, to easily, quickly and affordably publish high-quality video content.

Sorenson 360 brings together all of the industry-best and most innovative technology and expertise of Sorenson Media - the stable high-performance core Sorenson Squeeze technology, the encoding power and reach of Sorenson Spark, the cost-effectiveness and user-friendliness of Sorenson Squish and the flexibility and adaptability of Sorenson SquishNet - providing users with an unrivaled combination of flexibility in format and quality selection, stability, meta-data and feature sets, and blazing encoding speed. Sorenson Media's flexible new VDN service greatly expands publishing opportunities in the flourishing market for Internet video and represents a significant extension of the company's existing portfolio of industry-leading products. With Sorenson 360, Sorenson Media now offers a full suite of the highest quality and most innovative services to power video over the Internet.

With its current and emerging products and solutions, Sorenson Media's mission is to continue to accelerate the possibilities, power and proliferation of Internet video.