

# Congratulations!!!

## JET STREAM



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## Streaming Media Sector



# 30 Years of Innovation and Evolution

HOW STANDARDS PROLIFERATE:  
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC.)



# The Consumer Doesn't Care!

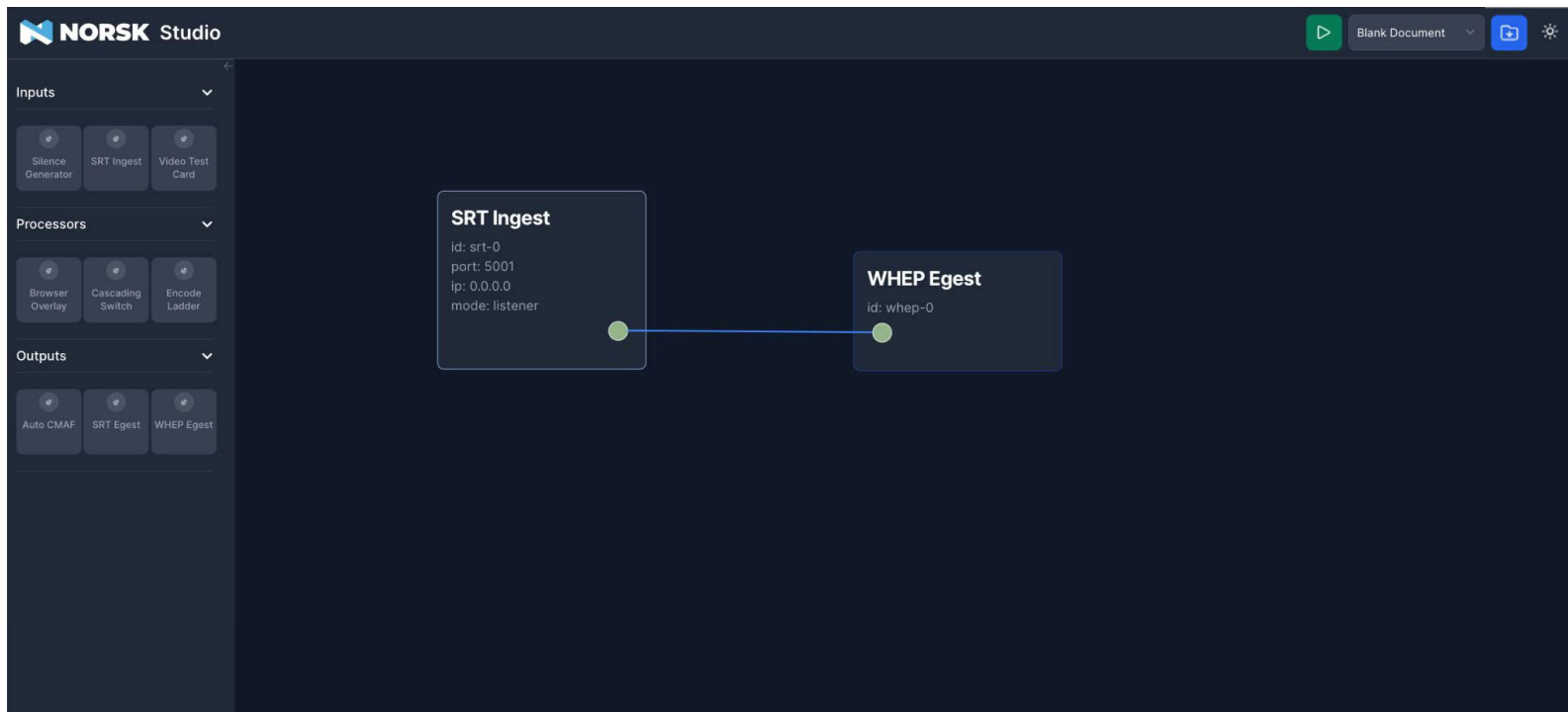


‘Which one is which?’  
I said.

‘Nobody knows!  
Nobody cares!’  
said the rat.

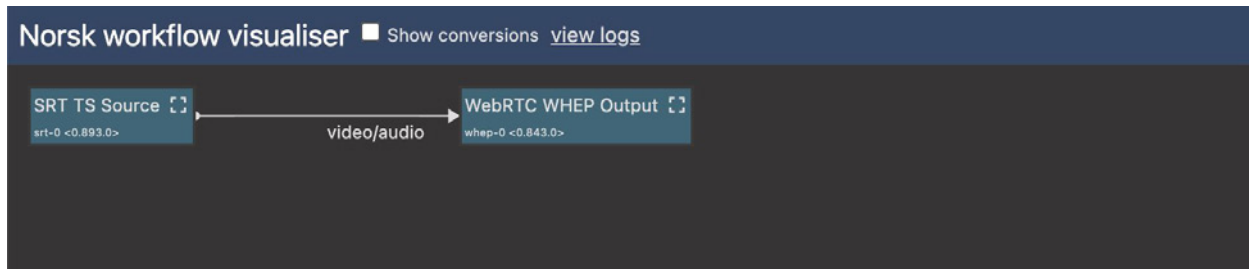
‘Sausages on legs!’

# Most Developers Should Not Care Either

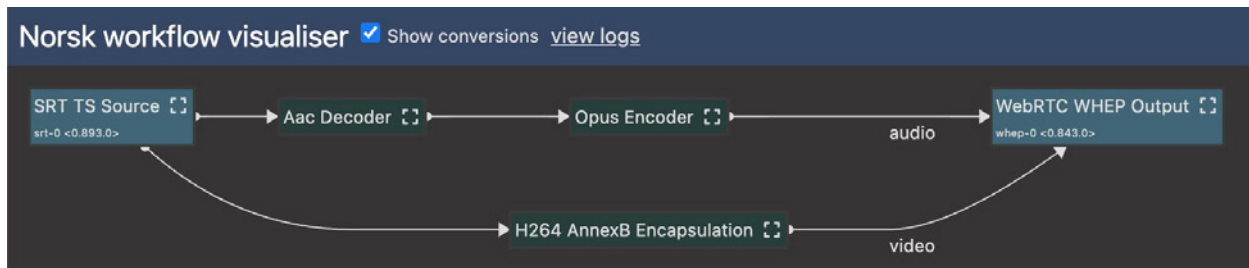


# Norsk: Video Engineers Care!

What was asked for.



What actually happened!



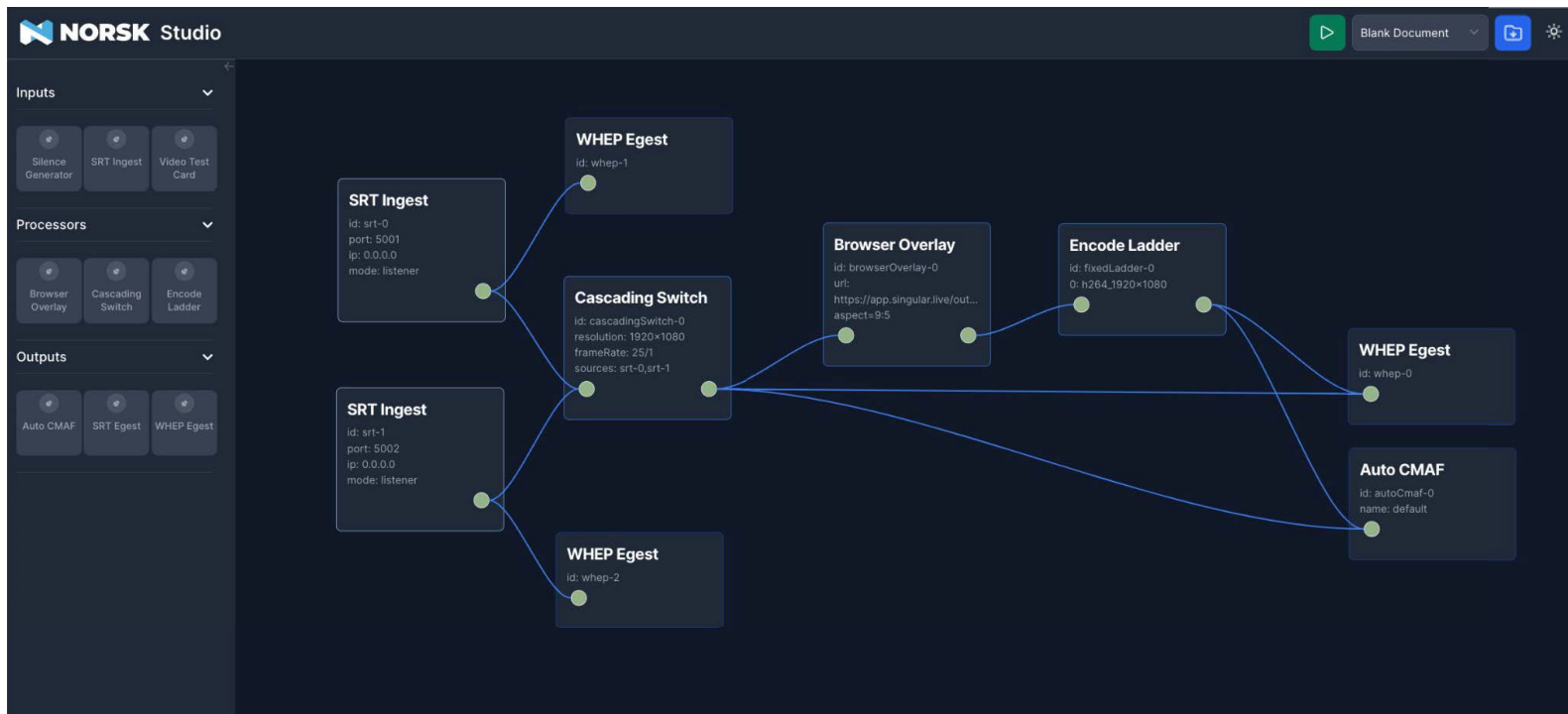
# Be More Ambitious!



Consumer  
experience is  
the only thing  
that matters.

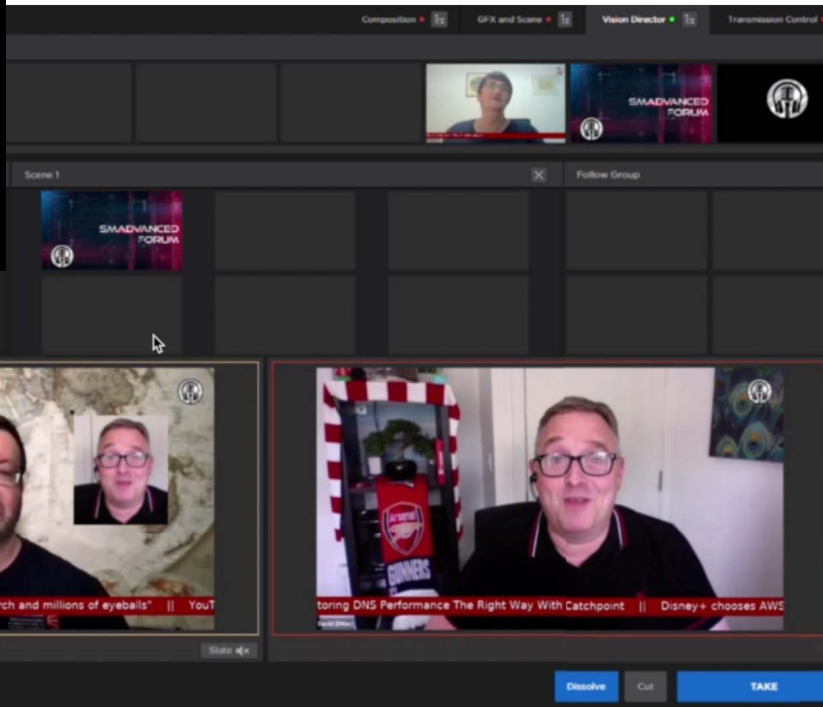
Focus on  
what, not how!

# Norsk Studio

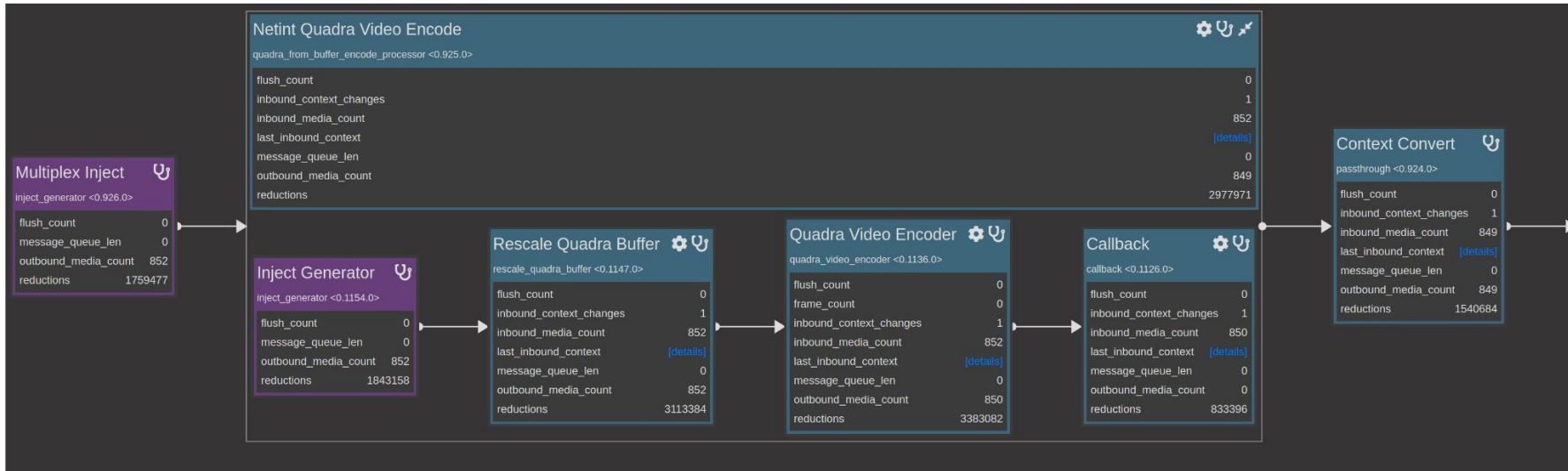




# Norsk: It's Not a Toy!

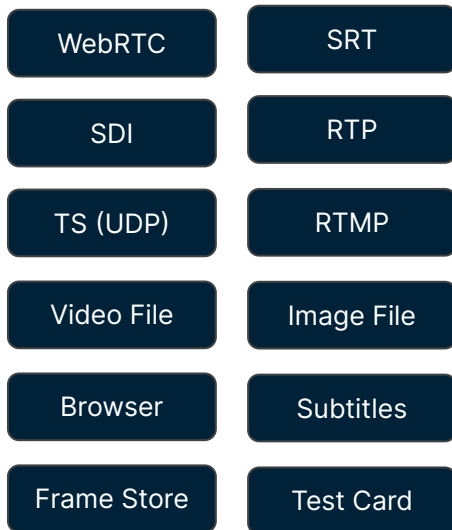


# Norsk: Automated Efficiency

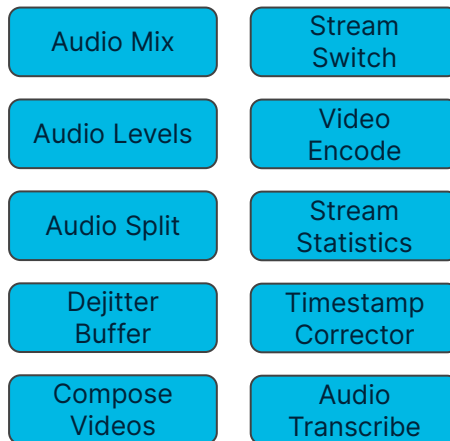


# Norsk: Core Components

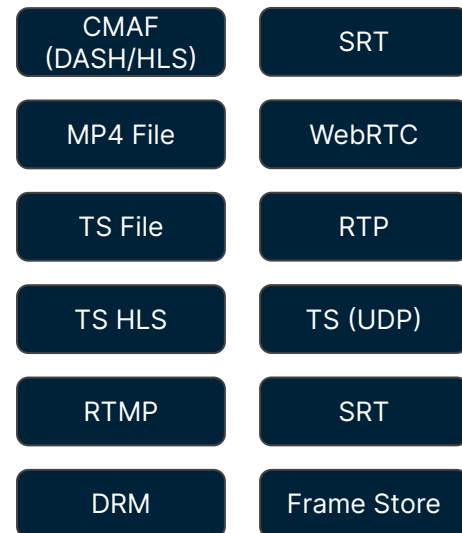
## Input



## Enrich



## Output



# Norsk Studio: Simple to Extend

Combine SDK nodes along with your own business logic to add to the no-code ecosystem.

Growing open source library of components...

MediaConnect  
Input

Fixed Ladder

MediaConnect  
Output

Cascading  
Switch

Browser  
Overlay

Stream  
Statistics

Monitor Wall

Instant Replay  
& Highlights

2-Camera  
Vision Director

Audio Mixer



Make Live Easy™

[adrian@id3as.co.uk](mailto:adrian@id3as.co.uk)