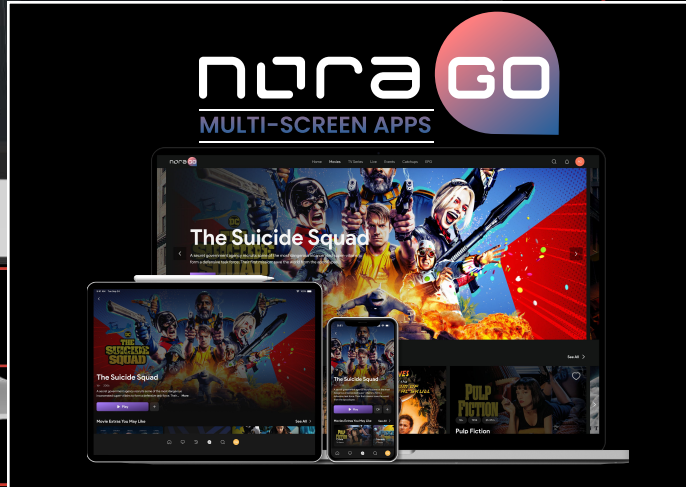setplex

nora

Future-Proofed OTT Middleware

Future-Proofed OTT Middleware

Nora 3.0 middleware has been purpose-built to empower operators with unparalleled flexibility to manage, distribute and monetize their video service.

Nora encapsulates a comprehensive suite of features designed to elevate the OTT experience for operators and viewers alike, ensuring a future-proof, seamless and enriched content delivery.

⅂ Live & VOD Delivery

Bring a variety of Live and VOD content to your audiences, offering them the convenience of catch-up and live rewind, while ensuring seamless and consistent streaming experiences across multiple platforms and devices.

⅂ Content Management

Boost content discovery by arranging videos into categories and content sets. Create content add-ons to drive revenue.

⅂ Flexible Monetization Models

Maximize revenues through hybrid combinations of SVOD, AVOD, TVOD (incl. PPV) and FAST models, catering to diverse market dynamics in different territories simultaneously.

⅂ Streaming URL Policy

Configure rules for content URLs depending on browsers, OS, OS versions, platforms, and devices used.
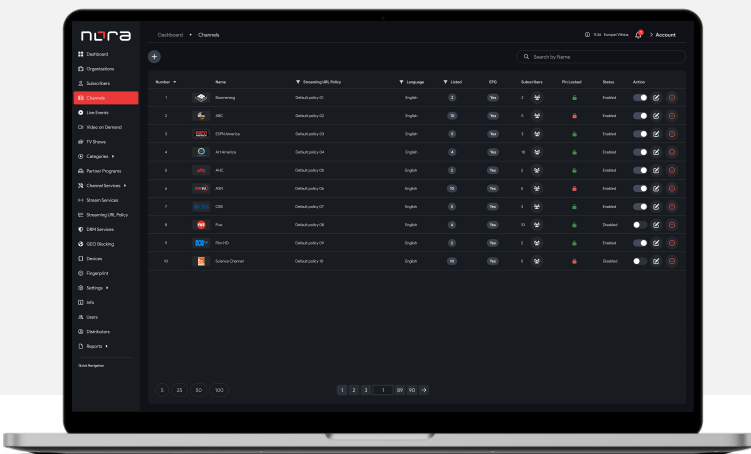
⅂ Multi-Tenant

A multi-tenant model supports hosting multiple tenants inside one environment and reusing core application functionality while each tenant is isolated and invisible to others. This feature eliminates the need to deploy and maintain multiple provider instances, thus reducing costs for development and infrastructure.
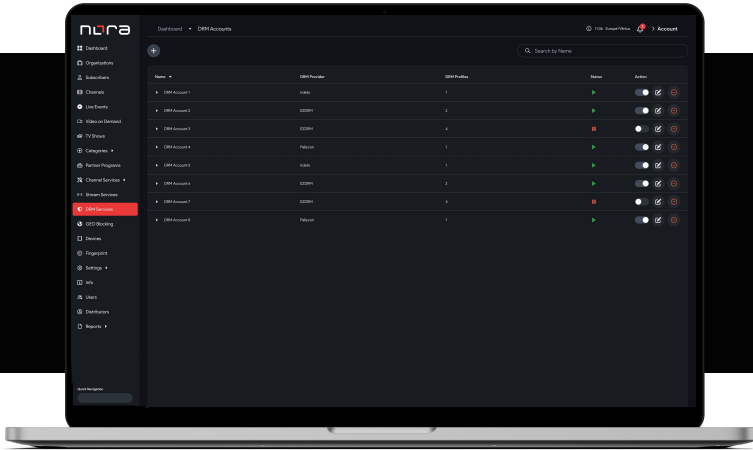
⅂ User-Friendly Dark Theme UI

Nora 3.0 unveils a user-friendly dark theme UI, which modernizes the user experience and prioritizes visual comfort and readability.

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⌐ Content Protection

Combat piracy with DRM management, content geoblocking, and ACL-based geoblocking.

⌐ External API

Four types of integrations are available: via base, message brokers, files, and restful API. Enhance existing functionality by integrating with third-party services and features, adapting to changing business needs.

⌐ Device Management

Control content distribution by setting the number of devices that viewers can use to access your platform. Remove devices or assign them to subscribers as the business requires.

⌐ Customization

Customize client applications with your brand assets. Promote and highlight content through banners and featured carousels.
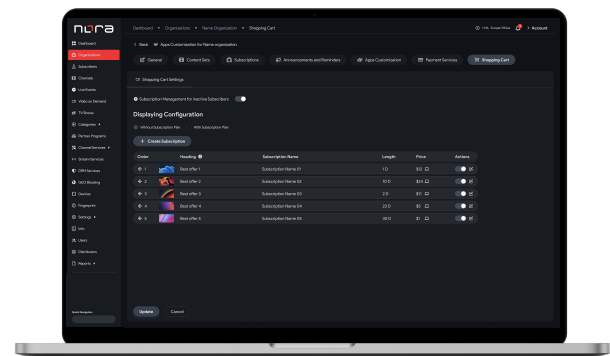
⌐ Notifications

Schedule and configure push notifications to keep users engaged and returning.

Create announcements with updates and promotional messages. Remind subscribers of impending subscription expirations.

⌐ Shopping Cart & Subscriber Portal

A shopping cart is a payment orchestration system that allows users to browse, select, and purchase multiple items and accessories in one transaction. Operators can configure the shopping cart and portal view for business needs, set loyalty programs, manage monetization, and set up payment options.
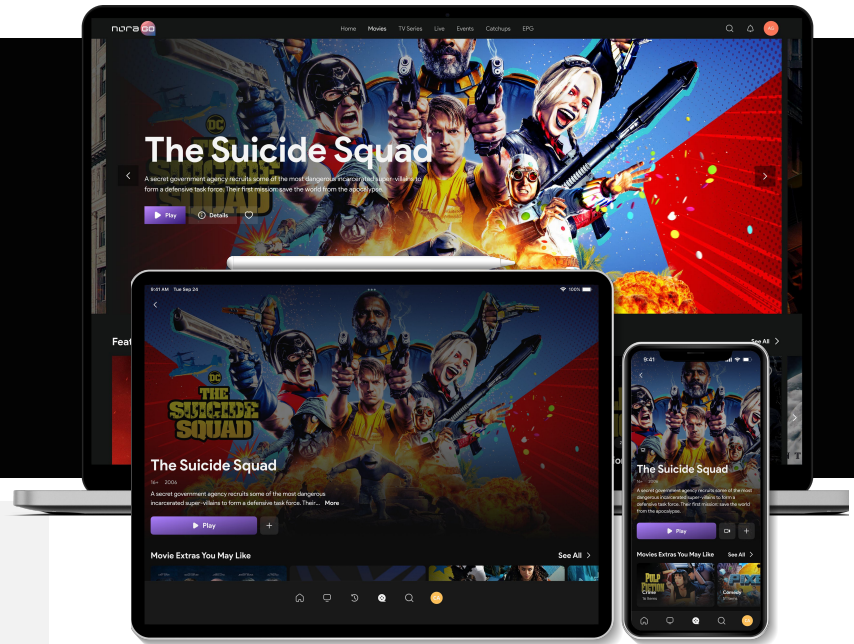

⌐ Microservice Architecture

A collection of independently deployable services provides scalability, flexibility, and resilience to operators, bypassing the limitations of monolithic architecture.

⌐ Cloud-Based or On-Premise Deployment

Strategically deploy the infrastructure based on business requirements. Opt for a cloud-based solution for cost-effectiveness and flexibility, or select an on-premise infrastructure for more control and security.

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MULTI-SCREEN APPS

NoraGO is an application that allows streaming content on all major platforms and devices.

Samsung SMART TV · LG SMART TV · Windows · iOS · androidtv · tv · amazon fireTV · android

Analytics

Track customer behavior and content performance. Network diagnostics functionality allows users to check the quality of their internet connection.

Content Protection

Secure content by blocking screenshots, enabling geoblocking based on items and IP addresses, and utilizing DRM services.

Customization

Customize applications through banners, feature carousels, and localization. Let subscribers choose the theme and time format. Determine the modules to be shown to viewers within the app.

EPG

Provide viewers with a list of scheduled TV programs on various channels. They can go live right from the EPG (Electronic Program Guide) table and set reminders.

Player Enhancements

Viewers can play videos in the background and picture-in-picture. The Chromecast feature allows users to stream videos directly to their Chromecast-enabled devices.

Global Search

Global search is a convenient tool for subscribers to look through the database. They can search all available content by one request: channels, VOD, TV shows, and events.

Parental Control

Subscribers can set PIN locks for TV shows, TV channels, and movies to avoid inappropriate content exposure.
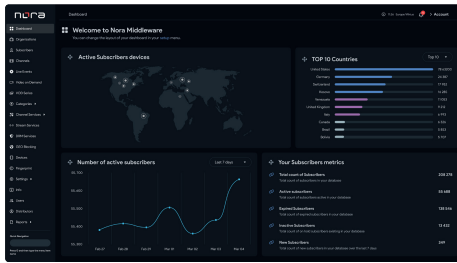
Personalization

Subscribers can add TV shows, TV channels, and movies to their "Favorite" list. They can also access recently watched live channels and continue watching movies and episodes across devices.

AI Recommendation Engine

Our recommendation engine offers personalized suggestions to viewers based on their behavior and watching history, growing user engagement and enhancing content discoverability.

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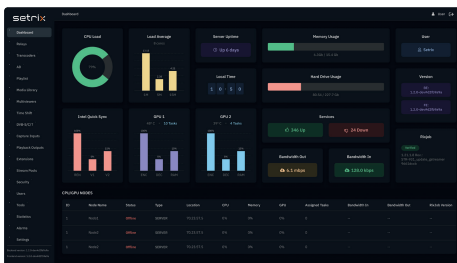
Simple, Powerful & Scalable OTT Solutions

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MIDDLEWARE

- Flexible Monetization
- SVOD, AVOD, TVOD, PPV, FAST, Hybrid
- Content Managment
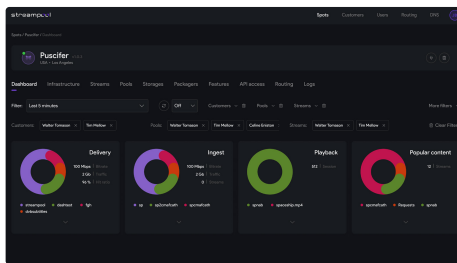- Subscription Management

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TRANSCODER

- Transcoding/Encoding
- Multi-DRM
- Ad Markers
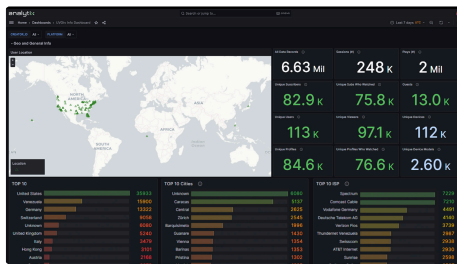- HLS, DASH, CMAF

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streampool

CDN

- Adaptive Content Delivery
- Load Balancing
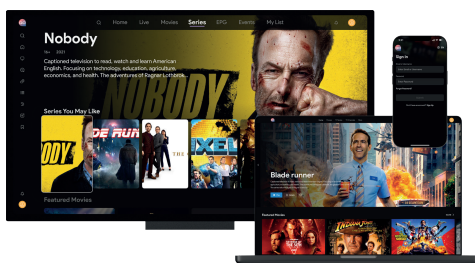- Catchups, Timeshifts, Events
- Content Protection

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analytix

ANALYTICS

- Real-Time Analytics
- Monitoring Tools & Alerts
- QoS/QoE
- Dashboards & Reporting

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MULTI-SCREEN APPS

- All Major App Stores
- Personalization
- Global Search
- Consistent UI/UX

Download Spec Sheet

**To find out more about our OTT solutions, or to book a demo,
please get in touch at sales@setplex.com or visit www.setplex.com**

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