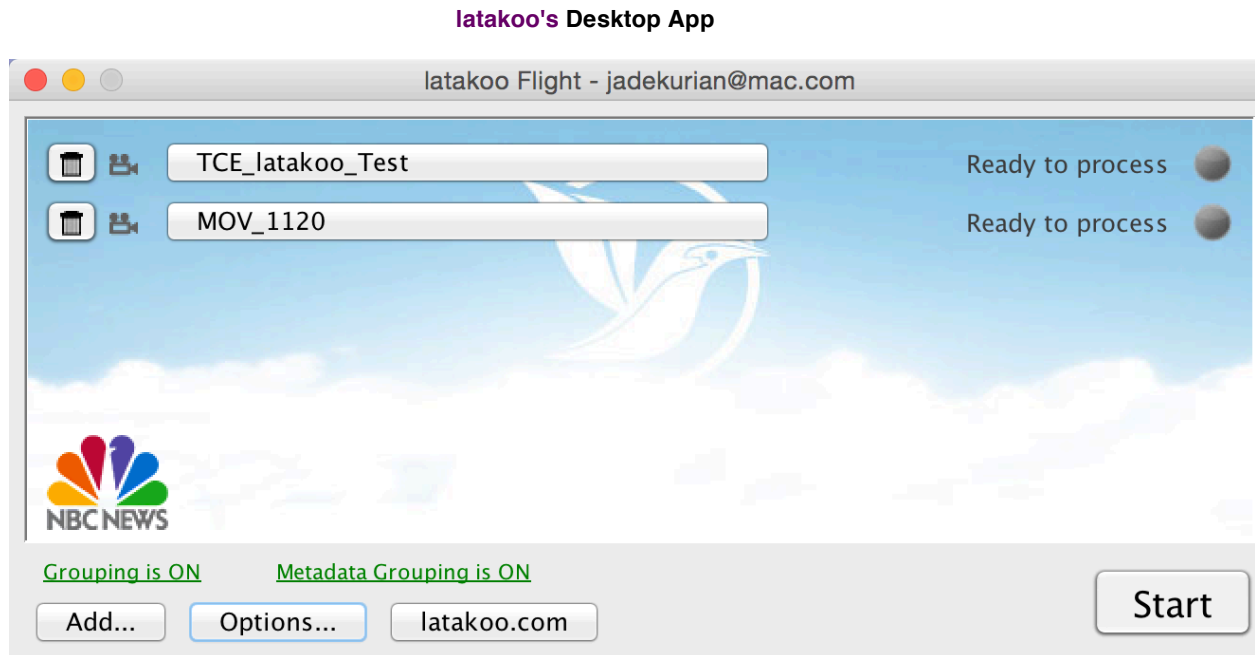




latakoo is the fastest, easiest way to move big files over any Internet connection.



latakoo's send video fast app is universal and customizable.

Universal:

- All **latakoo** customers have access to our powerful app that allows them to simply deliver high quality video from a cellphone, tablet, laptop or desktop through any Internet connection to the destination of their choice. Destinations include places like YouTube, Facebook, and Box. ***A private latakoo account allows for organizational sharing of content in a safe and secure environment for large enterprises.***

Customizable:

Corporate **latakoo** account holders can customize the video app to meet their specific needs. When logged into a corporate account – the app will dynamically change to

The **latakoo** iPhone App





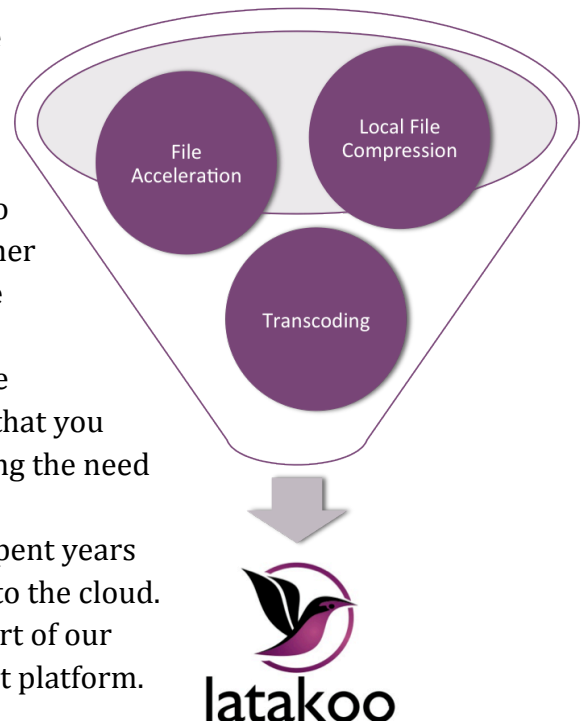
meet the unique requirements of that organization. This includes – custom quality settings for video, accompanying data collection, branding and file destination.

Powerful Enterprise Differentiators:

- latakoo is an enterprise solution and is able to handle large and complicated organizational structures with ease.
- latakoo is secure in that we have IP for encrypting at the file level before upload and we are currently the fastest solution for secure large file delivery irrespective of bandwidth
- latakoo will handle all file types, and most of them we handle with lossless compression.

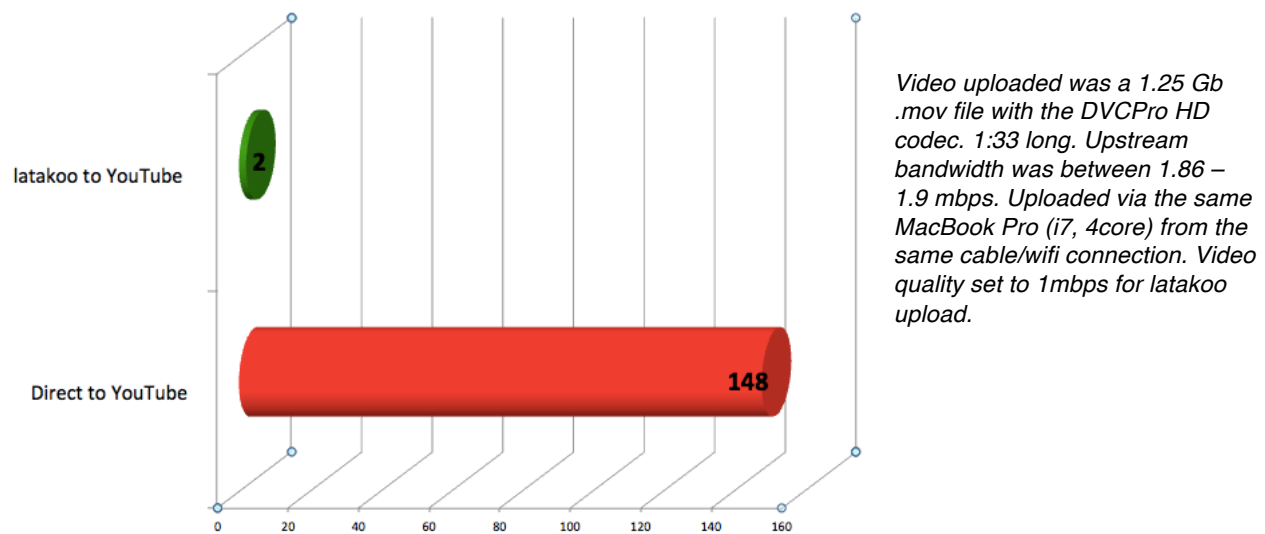
How latakoo Works: latakoo provides one seamless service that empowers users to *send video or any other large file fast* and with great quality. We replace a collection of separate services that would be needed to accomplish the same goal.

- **Local Compression** – We’ve built one-click local compression right into the first step of our service removing the need, expense and complexity of services like *Sorenson Squeeze* and *Compressor*.
- **File Acceleration** – latakoo’s entire service promotes the use of standard Internet protocols to quickly move video & files from one point to another removing the need to pay a separate company like *Aspera* for file acceleration.
- **Transcoding** -- latakoo can transcode video on the receiving end as part of our service guaranteeing that you always get the type of video you need and removing the need for a *Flip Factory* type transcoder.
- **Dedicated Upload Infrastructure** – latakoo has spent years developing ways to optimize file & video uploads to the cloud. This network expertise is integrated into every part of our service, & is also available to you as a development platform.

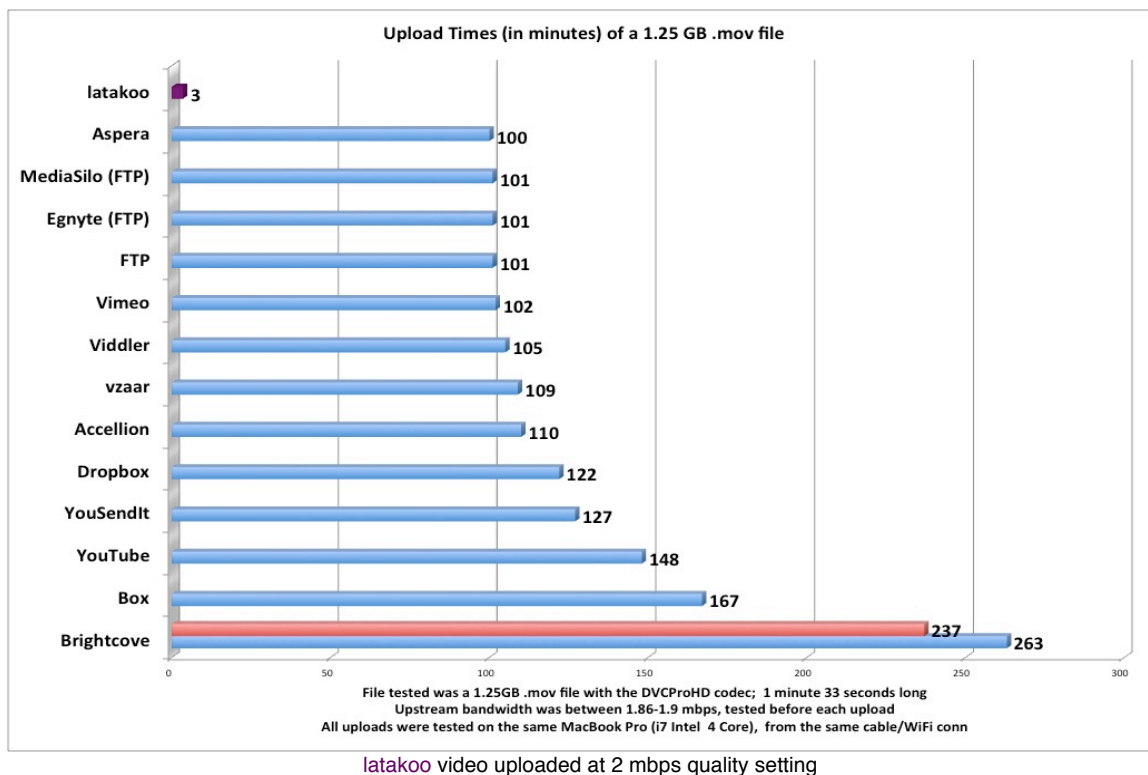




The End Result is **SPEED** Comparison of Video Upload Minutes to YouTube



The latakoo Advantage: Our developers focus on one thing – making video upload to the cloud as quickly and easily as possible over any Internet connection. The result is that latakoo delivers high quality video to the Internet far faster than uploading directly to other services.





Our customers include broadcasters, like NBC and Nexstar Broadcasting and other public and private entities that distribute large files, like the American Farm Bureau and New York Attorney General's Office.

How Customers Describe **latakoo**

Danny Miller, Director of Engineering Field and Satellite Operations for NBC News
"We like the way latakoo works because it's so easy to use. A correspondent could review video on a laptop and just drop the best of it into latakoo to quickly send back to the newsroom."

Rick Grinstead, KVUE-TV, Asst. Director of Technology (Austin, TX)
"It really kind of blows open the door for getting content back to the station...they can send material back from pretty much anywhere in the world."
<http://latakoo.com/-/about/#!grinsteadVideo/0/>

Gary Chavez, Video Producer (San Antonio, TX)
"I shoot HD files, and I have to get that video where it needs to be, when they need it... latakoo helps me do that."
<http://latakoo.com/-/about/#!chavezVideo/0/>

Austin Kellerman, KARK-TV, News Director (Little Rock, AR) (Formerly News Director at KTAB-TV in Abilene. **latakoo** used in both stations.)
"It's also been a BIG cost savings for us. In the past, we've had to go to Cowboy's stadium. It's \$500 just to hook up the SAT truck, with latakoo we don't have to worry about it."

David Tarr, KSAT-TV (San Antonio, TX)
"It sure beats paying for satellite."

Joe Holden, WBRE-TV, Reporter (Wilkes-Barre, PA)
"latakoo was instrumental in helping us overcome some significant technical challenges. In a quick drag and drop, the video is transmitted in MINUTES!"



Press on latakoo:

<http://www.adweek.com/tvnewser/summit-exclusive-how-nbcs-miguel-almaguer-got-to-the-top-in-time-for-nightly-news/252648>

<http://techcrunch.com/2012/07/13/enterprise-video-transfer-startup-latakoo-signs-deal-with-nbc-for-newsroom-integration/>

http://www.statesman.com/blogs/content/shared-gen/blogs/austin/theticker/entries/2012/07/13/austins_latakoo_signs_developm.html

latakoo In the News

Summit Exclusive: How NBC's Miguel Almaguer Got to the Top in Time for 'Nightly News'

By Mark Joyella on Jan. 15, 2015 - 8:46 PM; TVNewser

Tommy Caldwell and Kevin Jorgeson made the really big news on El Capitan Wednesday. The two Americans did what man had long thought impossible-free climbing their way up the Dan Wall, 3,000 feet straight up, and known as the hardest rock climb in the world. But NBC's **Miguel Almaguer** earned some bragging rights as well. The network believes Almaguer, who reported live for Wednesday's "Nightly News" from atop El Capitan, is the first person ever to broadcast live from the summit-and it was no easy livestream to pull off.



Almaguer has earned a reputation at NBC News as a correspondent willing to try just about anything to get a better shot, to tell a better story. "Whenever you watch a Miguel piece, there will always be something unique," one NBC Newser said. So it was not surprising on Tuesday when a discussion between Almaguer and a group of "Nightly News" producers about covering the end of the 19-day El Capitan climb ended with a bold idea: meet the climbers at the top and go live.

By five a.m. PT Wednesday, an NBC team consisting of Almaguer, five crew members, a few porters and guides began climbing El Capitan. The crew took the traditional hiking path, shooting a story about their own climb as they went, and **using latakoo to stream the HD video to the NBC News bureau in Los Angeles. Editors in L.A. would put Almaguer's story together, as there would be little time once they reached the summit**-assuming they did-before the East Coast broadcast of "Nightly."

Almaguer and team reached the summit a mere thirty minutes before "Nightly News" was set to air in New York. At that time, Caldwell and Jorgeson had not reached the top, and it wasn't clear if they would before the broadcast began. The NBC News crew was prepared to cover the story either way-still waiting, or celebrating the historic moment-but they had a problem: the camera wasn't working.

Almaguer and crew shot some look-lives and fed them to L.A. via latakoo, and then, at 6:25 p.m. ET, the climbers reached the top. The emotional images led "Nightly News," and Almaguer was live, shot on an iPhone. The crew's reward for pulling it off? Well, it wasn't a chopper ride off the mountain. They camped overnight in sub-freezing temperatures and made the climb back down early Thursday, reaching the bottom just before 4 p.m. ET.