

## The Future of Video over IP

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HaiVision Systems (vendor of H.264 encoders and codec systems) merges with Video Furnace (IP video delivery) and they become HaiVision Network Video. Joe Gaucher, Video Furnace founder and HaiVision's new CTO says the combined companies would "pave the way for the future of IP video delivery".

The company will have a Montreal HQ with a Chicago R&D & Operations center. (In effect, their CEO is in Montreal and their CTO and CFO are in Chicago. So you can guess they're very eager to make Video-over-IP as good as possible...)

HaiVision Network Video's Peter Maag tells us, "For Europe, we have some great overlap between HV and VF, and some great compliments. Techex for example handles both in the UK, as do 3 or 4 other key partners. For a market perspective, the "weaving" of our businesses continues the amazing compliments we have with the exec and the engineering (h/w + s/w). VF is strong in enterprise and education. HV is strong in medical and broadcast contribution. All 4 markets are key to both, so now that we are merged we can cover these segments completely.

In Europe, HaiVision definitely has/had the more extensive channel, but both are in their relative infancy. HaiVision needed an end-to-end solution position in order to simplify our propositions and expand further. We had the best encoders and codecs, but had little software to bond these into a true "solution". Now we have to most complete end-to-end position, I think, ever offered in the video over IP segment. And it focuses on H.264 and HD!!

Having merged only 2 weeks ago, we have already totally rolled up our efforts as a single company. I am pretty proud of how mature our sales and channels are. Everyone sees this as such a natural win-win-win-win (haivision-furnace-channels-clients) move and are incredibly supportive."

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