



# UCENTRIK

CONNECT COMMUNICATE COLLABORATE

CTX FACT SHEET



Ucentrik CTX



- ✓ Free SDK with Powerful, Single API
- ✓ Easily Integrated
- ✓ Enables Rapid Development
- ✓ Firewall & Proxy Friendly
- ✓ Supports Cloud & Hosted Solutions
- ✓ Real-Time, Multi-Point Connections
- ✓ Requires No Proprietary Conferencing Infrastructure
- ✓ Supports Interoperability
- ✓ Highly Scalable
- ✓ Increases Revenue Opportunities

CTX SDK API enables Independent Developers, VAR's & Systems Integrators and Enterprise Developer Teams to freely and openly integrate real-time audio, video and collaboration to deliver highly customized, innovative solutions.

The core of our technology - Ucentrik CTX - is a software only core technology that enables you to bring solutions to life - and to market - quickly and easily with high-quality communication and robust collaboration.

With Internet access virtually everywhere, and the perpetual need to increase revenue while managing costs, a new world of applications for **“video communication”** has opened up. However, it's not always easy - or affordable - to integrate video and VoIP communication with your existing systems. In fact, if you have legacy systems, disparate codecs, private or dedicated networks, proxy servers or low bandwidth issues you've probably found that it's not easy at all.

And that's where we come in, the Free CTX SDK includes a single, sophisticated API for easy integration to deliver highly customized, innovative solutions.

CTX is a software solution and is not dependent upon proprietary hardware or conferencing infrastructure; it runs on virtually any internet-enabled device, on open IP or dedicated/private networks, is firewall/proxy friendly, and has a low bandwidth requirement with adjustable video and VoIP settings to easily optimize bandwidth usage.

We think adding video to your applications should give you more than just talking heads so CTX also includes robust, fully interactive collaboration tools: application & desktop sharing with portion control, co-browse, remote control, text chat, recording and motion detection tools, all along with multi-point real-time video and VoIP.

CTX enables a quick and easy connection process for all users, including those behind corporate firewalls or connecting through proxy servers.

The modular and flexible framework supports any type of use case, so you can integrate any or all CTX modules into your applications. You can also integrate your existing technology directly into CTX, or build new applications on top of the framework.

CTX enables fully collaborative interactions for solutions running on **PC's, kiosks, digital signage and windows mobile devices with consistent end-points.**

CTX is market proven; we've built Live Consultant applications driven by CTX that have been continuously deployed for over 6 years (we'll tell you more about open source Collaborative Video Application later).

Ucentrik's CTX SDK is available for free. The SDK includes:

- ✓ A client key (pricing for server keys is available upon request)
- ✓ Documentation
- ✓ Sample Applications (Video Chat & Remote Support)



### FRAMEWORK

- The framework allows you to develop your own completely customized application to enable any type of interaction, with minimal development effort
- Offers direct access to a Single, Powerful API to take advantage of the advanced functionality within the architecture
- Enables seamless integration of functionality into a web-browser
- Supports the ability to build interoperability with standards-based communication protocols including existing standards (SIP, H323 etc.)
- **Event-based architecture allows you to easily extend your application's functionality to send custom messages & remote commands through our communication framework & transfer 'Text', 'Binary', custom method calls etc. from within the API**
- Peripheral devices can be added to utilize the communication framework API for customized & tailored solutions

- Our proprietary protocol & network detection mechanism allows our solution to forge through any firewall configuration
- Does not require an end user to install any software to get connected, nor does it require any admin rights
- Built-in module enables audio recording for reporting , analysis, and adherence to industry regulations
- Highly scalable, can be deployed in a multi-server scenario whenever scaling is required, so it addresses your needs from small to large
- If you need to ramp-up, there is no need to re-architect, **it's as simple as deploying another server**
- The data communication is based on Publisher/Subscriber pairs; publishers can send data (video, audio & collaboration) and have multiple subscribers receive it (one-to-many). End-users can publish data simultaneously while different subscribers can pull & collaborate on content (one-to-one or one-to-many). This architecture model can simulate both simple & complex scenarios use cases from the open API

### EASE OF DEPLOYMENT

- Can be deployed in both SaaS/Cloud & behind the firewall models
- Behind the firewall offers highly secured intra-corporate communications; ideal for financial & government institutions
- Can be deployed on top of standard Windows OS
- Server Ports can easily be configured to operate within your infrastructure
- Hardware agnostic software engine can be deployed on kiosks, digital signage & windows mobile devices in addition to website access to offer a seamless experience for users & customers with consistent branding & functionality
- Does not require any additional investment for infrastructure or expensive conferencing equipment
- All hardware can have other applications and services running alongside
- Peripheral devices can be added to create customized & tailored solutions
- Runs over the Internet, but can also run through an intranet or dedicated routes



### VIDEO COMMUNICATION

- High-quality, multi-point, real-time video & audio (VoIP) communication
- Leverages proprietary protocol & advanced packet handling to optimize video, audio & collaboration to run over the internet without heavy hardware requirements or MCU's
- Unlike MCU's, CTX doesn't perform any transcoding - which introduces network latency, but rather, the end-points handle the encoding & decoding of video & audio transmission
- Video can be carried over any PC peripheral, which translates to affordable USB webcams and HD cameras (with high-end capture cards)
- Runs multiple video cameras from a single machine: multiple webcams, remote cameras or capture device cameras
- Supports an array of audio & video codecs: both narrow & wideband codecs can be easily customized to support bandwidth requirements with variable bitrate video codecs
- Flexible video locations - fixed, floating & best fit, video settings - size, quality & frame rate (fps) - are all adjustable on the fly to optimize both the user experience & bandwidth usage
- With adjustable video settings & audio codecs that support both narrow & wideband, you can easily optimize bandwidth usage to as low as 30kbs to ~600kbs for HD quality video (which is still incredibly low for HD)



### COLLABORATION TOOLS

- An intuitive, user-friendly screen & desktop sharing technology
- Allows multiple users to quickly display & collaborate on any type of content
- Includes real-time application & desktop sharing, co-browse, remote control, text chat & recording to accommodate any type of usage
- Supports multiple monitors; can capture the screen of any monitor or desktop
- Portion control & application filtering ensures that only the information you want is shared with others
- Supports "remote control" functionality for desktop/application sharing
- Additional collaborative functionality can easily be integrated into CTX



### SECURITY

- Supports end-to-end SSL data encryption (256 bit AES)
- All communication features (video, VoIP & content) result in a single data stream running over a secured TCP connection for each user
- Uses proprietary protocol between the Server & Client





### COLLABORATIVE VIDEO APPLICATION

We've capitalized on the flexible framework of CTX to quickly develop an open-source Collaborative Video Live Consultant Application that delivers highly engaging, interactive, user experiences that can be launched directly from a website or a kiosk/digital signage. The solution enables intelligent call-routing, data harvest & reporting, all brought to life with live video, audio and rich screen collaboration from Ucentrik's CTX and is completely customizable through the source code.

Our market-proven technology helps people connect, communicate & collaborate for a wide variety of use cases:

- Sales, service, support & consultation with live "virtual" consultants
- Remote healthcare
- Remote technical support
- Individual & group training



### BENEFITS

These will vary depending upon your specific use case, but we can guarantee that with a CTX-based Collaborative Video Application you'll be able to:

- Deliver a Cost Effective, Intelligent and Interactive User Experience
- Improve Access to your "Subject Matter Experts" & Multi-lingual Support
- Drive Increased Product/Service Usage and Engagement
- Reduce Costs through Staff Load Balancing, Travel & Call Avoidance
- Execute at a Pre-Determined Level of Compliance (e.g. Employee Training, Financial Compliance, Health Care)
- Deliver a One of Kind User Experience with Increased Satisfaction & Loyalty
- Create Market Differentiation

### KEY FEATURES OF UCENTRIK'S COLLABORATIVE VIDEO APPLICATION

- All the Functionality of Ucentrik's CTX – video, audio & robust collaboration tools
- Flexible Deployment Options – Cloud/SaaS/Behind the Firewall can be deployed for online, kiosk or digital signage access
- Intelligent Call Routing & Call Transfer – enables on-demand, multi-lingual support as well as support for multiple products/services & call triage. These are not point-to-point video conferencing solutions: the robust back end delivers complete call center functionality
- Rich Data Harvest & Reporting – getting people connected & working together is great, but we thought you'd also like to know what they're doing, so all facets of interactions are tracked & recorded all facets of interactions for reporting



### WHY UCENTRIK?

This all sounds great, right? But you're probably wondering what the difference is between CTX and everything else out there. For starters, Ucentrik's CTX is unique in that it encapsulates a number of different technologies that you would otherwise have to knit together, providing you with a *single source, software only solution*.

And if that were not enough of a differentiator, CTX is available through a free SDK, with a single, powerful API that is easily integrated and deployed, and enables rapid development.

And since the CTX helps deliver hardware-agnostic software solutions, you don't have to invest in expensive telepresence or conferencing equipment, making large-scale deployments a reality.

And if you're not looking to develop your own solution, we also have an open-source collaborative video application built with the CTX so you get both a high-quality interaction and all the back-end functionality required to make this more than just a point-to-point video call: intelligent call routing, data harvest and reporting, flexible access points all completely customizable through the source code.

And, with over 10 years of continuous deployment of live, online collaborative support & training, and over 6 years continuous deployment of live consultant kiosks, Ucentrik is the industry leader in virtual support, communication and consultation.



To find out how Ucentrik can bring your products to life,  
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