



### Lower costs by controlling bitrates

...but decrease quality and risk churn



or

### Improve quality by increasing bitrates

...but feel the pain of higher costs



## Want to break the rules?

Are you tired of either/or choices about lowering video delivery costs and optimizing quality? Red pill or blue pill and always a trade-off?

And ironically, higher bitrates can actually cause video playback to freeze when networks are congested.

It's time to break the traditional rules of video optimization.

### SSIMWAVE's Viewer Intelligence® Optimizer will change your reality

Our "green pill" **saves you up to 60% above-and-beyond what your current solutions are already providing**, while still maintaining a great, consistent Viewer Experience.

How do we do it? The key to unlocking savings is the **SSIMPLUS® Viewer Score**—the most accurate and comprehensive perceptual video quality metric ever engineered. Essentially, we made a software version of the human visual system, so that virtual eyes can examine every pixel throughout your workflow.

Taking our **Viewer Intelligence** green pill means sending only the bits that matter the most to viewers—no more and no less—letting you strike the ideal balance of delivery costs and Viewer Experience. And importantly, our **Viewer Intelligence** Optimizer wraps around your existing encoder—so you can achieve these savings without disrupting your existing workflows or technology stacks.

We can save you up to 60% above current solutions. And we're ready to prove it.

Send us 20 of your video assets and we will:

- **Deliver up to 60% bitrate optimization** on top of what your current solutions are already providing
- **Maintain or even improve the Viewer Experience** across your whole asset library
- **Create a consistent Viewer Experience** to keep your subscribers happy
- **Provide you with an optimized ladder** to protect quality when the delivery network is congested

**Tired of either/or choices?  
Let us show you another way.**

[Click here to get started](#)

## The SSIMPLUS® Viewer Score—Doing what no other metric can

**SSIMPLUS** is built on more than 30 years of scientific research into the human visual system led by one of the field's top researchers: the inventor of the original SSIM and Primetime Emmy® Award winner Dr. Zhou Wang, SSIMWAVE's co-founder and Chief Science Officer. That's why **SSIMPLUS** can do what no other metric can.

In fact, **SSIMPLUS** is the only solution which exceeds 90 percent correlation with Mean Opinion Scores (MOS) across all video content.



The **SSIMPLUS** Viewer Score is easy to understand, but that doesn't mean it's simple. Behind the scenes, it accounts for different:

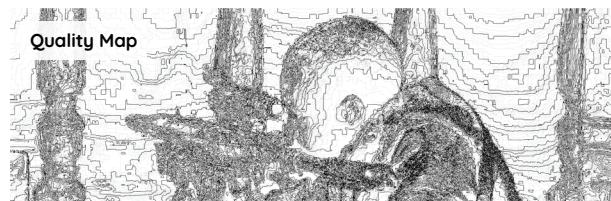
- Content complexities (even scene-by-scene variations)
- Frame rates
- Resolutions
- Dynamic ranges (HDR, SDR, Dolby Vision®)
- Devices (from handhelds to the biggest and best TVs)

>90%  
MACHINE TO HUMAN  
CORRELATION

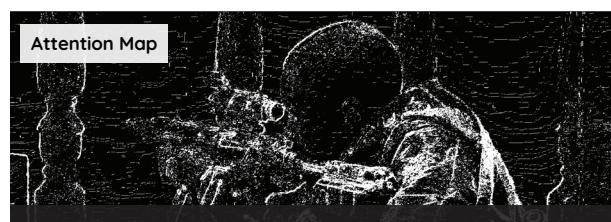
 **Dolby Vision**  
SSIMWAVE IS DOLBY VISION CERTIFIED



**SSIMPLUS** uses its understanding of the human visual system to calculate a Viewer Score for every frame



**SSIMPLUS** sees the same degradations a human would



**SSIMPLUS** knows where human viewers will focus



**SSIMPLUS** detects Banding, just like a human viewer

## Revolutionary and Respected

Because of its unrivaled ability to accurately measure perceptual video quality—across all content and devices—**SSIMPLUS** has earned recognition and accolades throughout both the video industry and the academic world.



67th Primetime Emmy® Award winner for significantly impacting television technology and engineering



The American Society of Cinematographers created an HDR project named "SSIMWAVE"



The research behind **SSIMPLUS** has been cited more than 60,000 times—the most in the field

**"SSIMWAVE's measurement standard represents a generational breakthrough in the video industry."**

—The Television Academy

Improving the viewer experience of tens of millions of subscribers in North America 24/7.



 **SSIMWAVE**  
HELLO@SSIMWAVE.com | SSIMWAVE.com