

Mediamplify®, Amplify your reach



**Pitch:** EGLA COMMUNICATIONS features Mediamplify® a cloud-based platform that enables media delivery to all devices effectively replacing the satellite use for cable/satellite operators while, delivering audio and video multimedia content seamlessly to web, mobile devices, IPTV, tablets, and desktops.

**Target Market:** Cable/Telecom Operators and media content owners such as radio stations, private TV networks, movie studios.

**Product/Services:** Mediamplify® is a TV Everywhere platform permitting the creation of TV and Radio Channels while monetizing them in multiple ways. Mediamplify® also enables any music content provider to recreate a Pandora-like experience for music using our scalable cloud-based system. It also allows subscription-based accounts to be monetized from users, and provides format compatibility to all platforms in a one-stop shop. Mediamplify® supports Live or pre-recorded content.

**Sales Strategy:** Our strategy is to reach out to over 50-100 Telecomm and cable operators while our marketing force starts approaching radio and mid-size content providers. We are already having three major cable and telecom operators as customers.

**Competitive Advantage:** We can reach both web and cable audiences. Patent pending technology. We have filed for intellectual property protection while keeping an efficient way of lowering our bandwidth cost, as well as a scalable architecture to enable growth. Mediamplify® is unique because there is no other product, which allows web, IPTV, and cable operation to work seamlessly.

**Business Summary:** Mediamplify® is a Platform as a Service (PaaS) merging the worlds of Cable TV and cloud. We enable content and service providers to broadcast their content to tablets, IPTV Systems, set top boxes in Cable/Satellite systems, mobile terminals in HD/SD formats. EGLA COMMUNICATIONS is the owner of all intellectual property for the Mediamplify® platform. Mediamplify® is designed for telecommunications and cable head-ends and supports multiple middleware systems (Ericsson, Cisco, Motorola) connecting them to the cloud while bringing media content private networks, web, mobile, and IPTV. Our platform includes applications tailored for music and video content. Our applications can be customized and licensed for a small fee. Our media portals are also cloud-based and are designed to monetize some or all content via PayPal, Mastercard, or Visa.

**Competitors:** Mediamplify® competitors include Pandora, Spotify, Deezer, The Platform, YouTube, Vimeo. Stingray Digital and Music Choice

**Customers:** DMX/Mood Media, SKY Brazil, Cablevision®, Cablemas, AXTEL TV®, Direct TV®, Encompass, SKY Mexico, ETB Colombia, UNE, and others. Mediamplify® supported Sonlife Radio (JSM) with over 200K listeners per month.

**Management:** Our management team has over 60+ yrs of experience in market analysis, technology, as well as web and mobile platforms.

**Company Profile:**

EGLA COMMUNICATIONS  
<http://eglacomm.net/>  
<http://mediamplify.com/>  
 Industry: Software, Media Streaming, Music/Video Platform  
 Employees: 7  
 Phone: (561) 306 4996

**Location:**

751 Park of Commerce Dr Suite 128, Boca Raton, FL, 33487

**Management:**

Alcides Hernandez, PhD CEO  
 Edwin Hernandez, PhD CTO  
 Daniel Easo, VP of Eng  
 Sato Ramdas, VP of Sales Eng  
 Anand Sukhu, VP of Business Dev

**Advisors:**

Phil Viscomi  
 Joe Schmoke  
 Steban Ribot  
 Kevin McGrath  
 Enrique Triay

**Counsel:**

Jonathan Louis, Esq

	2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Income</b>								
Cable Licensing Fees	\$113.40	\$113.40	\$113.40	\$113.40	\$113.40	\$151.65	\$410.90	\$912.40
Subscriber Income IPTV	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$74.93	\$339.66	\$1,098.90
Subscriber Income for Cable TV	\$0.00	\$0.00	\$0.00	\$0.00	\$9.98	\$89.78	\$299.25	\$778.05
<b>Income Total</b>	\$113.40	\$113.40	\$113.40	\$113.40	\$128.37	\$316.35	\$1,049.81	\$2,789.35
<b>Expenses</b>								
Bandwidth Fiber up to 14Mbps	\$22.19	\$22.19	\$22.19	\$22.19	\$22.19	\$22.19	\$34.19	\$34.19
Data Center Costs	\$13.03	\$13.03	\$13.03	\$13.03	\$13.03	\$13.03	\$13.03	\$13.03
R&D + Engineering + Mgmt (6 FTE)	\$18.00	\$18.00	\$18.00	\$18.00	\$168.00	\$168.00	\$168.00	\$168.00
Honduras Team + Data Center	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00
Royalties to Music + Video	\$0.00	\$0.00	\$0.00	\$0.00	\$325.00	\$53.04	\$157.73	\$652.18
Hardware Servers	\$0.00	\$0.00	\$27.00	\$0.00	\$150.00	\$0.00	\$0.00	\$100.00
Marketing	\$0.00	\$0.30	\$0.40	\$0.00	\$50.00	\$50.00	\$50.00	\$50.00
Legal	\$1.50	\$0.00	\$0.00	\$8.00	\$6.00	\$0.00	\$0.00	\$0.00
Misc (Insurance, Phones, Github)	\$2.50	\$2.50	\$2.50	\$2.50	\$3.50	\$3.50	\$3.50	\$3.50
<b>Expenses total</b>	\$93.22	\$92.02	\$119.12	\$99.72	\$773.72	\$345.76	\$462.45	\$1,056.90
<b>Net Profits (EBITDA)</b>	\$20.18	\$21.38	\$5.72	\$13.68	\$645.35	\$29.41	\$587.36	\$1,732.45

**Customer Problem:** Content distribution is complex, web and cable TV. Besides TV subscribers are looking for 120+ hours per month of content for streaming besides Hulu, Amazon Primer, and Netflix(Nielsen Report 2015).