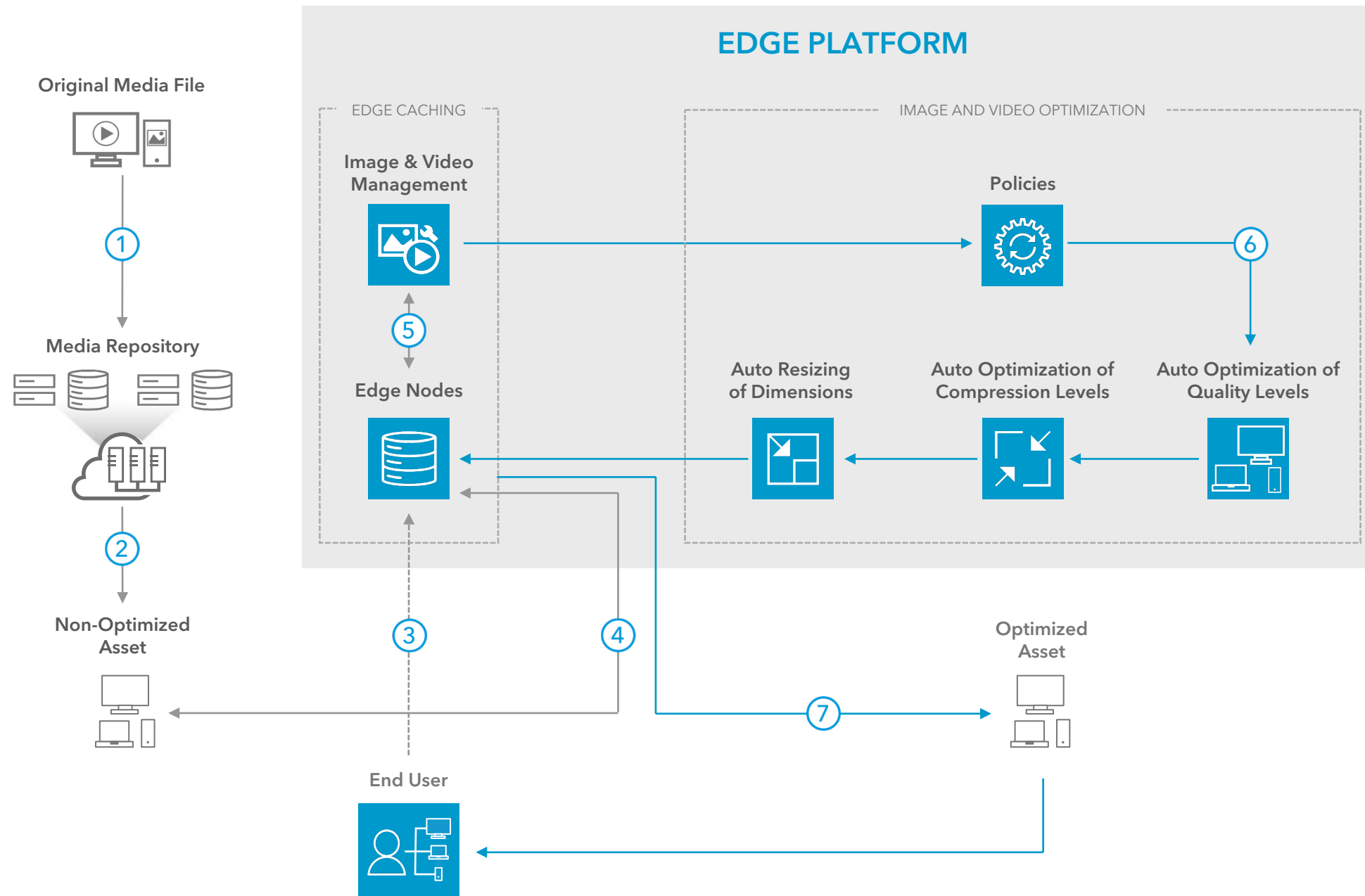


IMAGE AND VIDEO OPTIMIZATION

Reference Architecture



OVERVIEW

Image & Video Manager is a software as a service (SaaS) solution that automatically optimizes and enhances images and videos for every user on the fly. It provides each user the ideal combination of quality, format, and size that is best suited for that user's browser, device, and network connection at the very moment they access a website or mobile app.

Image & Video Manager makes responsive web design significantly easier, cheaper, and more efficient.

- 1 Creative services, third parties, or users provide image or video asset in the form of one high-quality, pristine file. Only this one file needs to be stored on the origin (CMS, DAM, HTTP) server.
- 2 Image or video file is embedded in user experiences of applications, web pages, or apps. No optimization code and only one original file is needed.
- 3 The Akamai Intelligent Edge Platform receives a user request and obtains detailed information about the user context, including browser, device types, and the quality level of the end user's current networking connection.
- 4 A copy of the original is cached on Akamai's distributed edge network.
- 5 Image & Video Manager works on top of the Akamai Intelligent Edge Platform, and utilizes its edge compute capabilities and user context insights to optimize image and video assets.
- 6 Optimizations can be defined and controlled via policies, and can be applied to individual images (or groups of images) based on rules.
- 7 The Akamai Intelligent Edge Platform delivers great user experiences and optimizes infrastructure offload as it scales to meet peak traffic demand.

KEY PRODUCTS

Image and/or Video Optimization ► Akamai Image & Video Manager
Edge Caching / Content Delivery Network ► Akamai Ion