

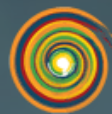


Myelin Foundry

Everything AI, Anything Creative



Myelin Foundry



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About us

# Our vision

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*Myelin Foundry **transforms visual experiences and personalized outcomes** using proprietary Artificial Intelligence algorithms for video, voice, and sensor data, on consumer edge devices*

# Our founding team

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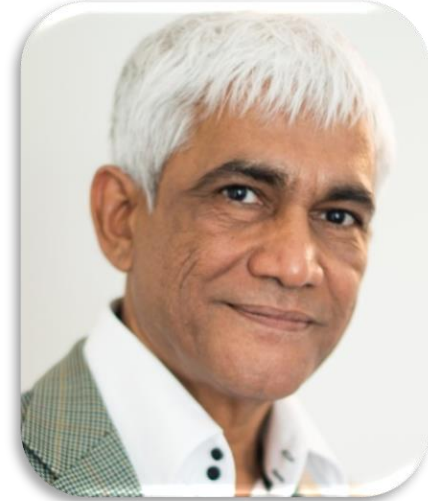
**Gopichand Katragadda**  
**Founder and CEO**, is the former Group Chief Technology Officer, Tata Sons and the former MD of the GE John F. Welch Technology Center



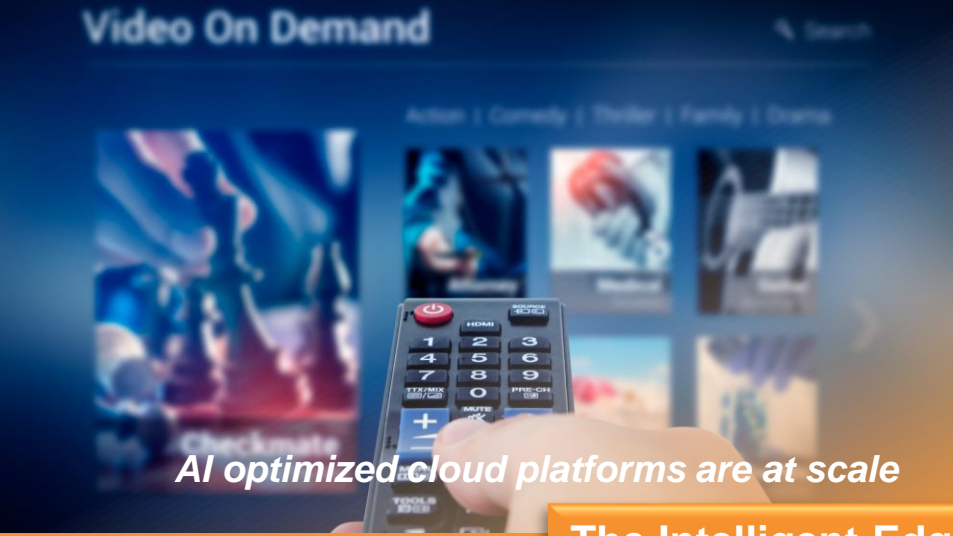
**Ganesh Suryanarayanan,**  
**Co-founder and CTO**, is an entrepreneur and senior technologist with global experience in Silicon Valley and India



**Aditi Olemann, Co-founder and Head of Marketing**, is an IIT-Guwahati and London Business School graduate with experience in implementing global strategic technology partnerships



**Sridhar Vaidyanathan,**  
**COO**, has global experience in the finance industry in India, US, UK, HK, Japan, France and Singapore



*AI optimized cloud platforms are at scale*



*5G has arrived*

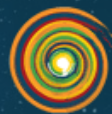
**The Intelligent Edge: The time is now !**



*AI for unstructured data is here*



*Neural compute now happens at the edge*



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# Media & Entertainment Fovea Stream

# Video Streaming: Market & Challenges

- Global OTT video on demand revenues are projected to be \$87B in 2024\*
- India OTT video revenues to reach \$5B by 2023 according to BCG; 1B users in India and India-like markets

## Global-premium

- The display capabilities are outpacing quality of content available online and cable broadcast
- Bandwidth requirement for 4K+ experience is not uniformly available
- Viewer expectations that are defined by TV-alike experiences are not being met across offerings
- Sports and game streaming further push the challenge for quality experience

## India-like

- Streaming is moving from millennial, young, metro male to diverse non-metro audiences
- 90%+ are viewing on mobile devices
- The quality of experience and bandwidth is not consistent. Viewing experience needs disruption to handle the coming streaming boom and viewer expectations with 5G, better mobile devices, and online content

# Fovea Stream

OTT streaming product on edge devices



## Fovea Stream for mobile

Disrupt streaming costs for zero-rebuffering HD streaming in unstable bandwidths and enable scale

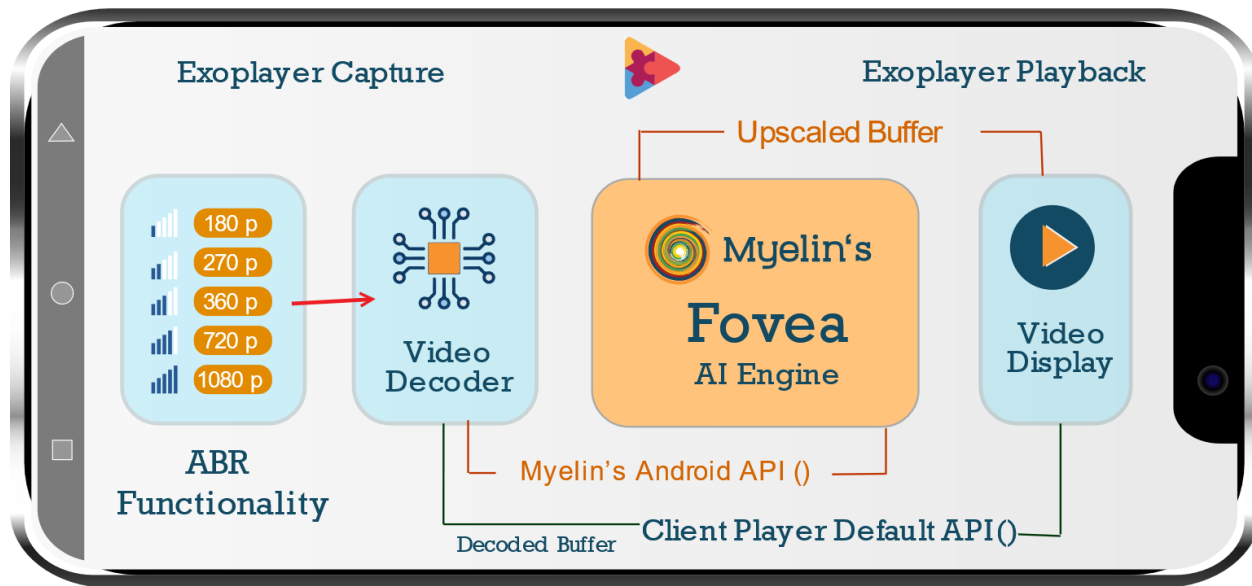


## Fovea Stream for TV

Democratize 4K and 8K HDR video experience and introduce in-video viewer engagement for OTT, IPTV and providers/distributors



# Fovea Stream: Technology



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3  
Myelin IP

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Fovea Stream's API on the mobile client app

# Fovea Stream: Value proposition



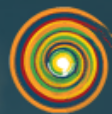
Fovea Stream  
(mobile) value for  
OTT players

- Reduce streaming costs upto **40%**
- **Eliminate rebuffering** even in case of low bandwidth availability (200Kbps)
- **Enable 2X HD videos** for viewers at same data usage



Fovea Stream (TV)  
value for OTT,  
IPTV distributors

- Reduce bandwidth for 4K/8K streaming by **50%**
- Deliver premium experience with **device-aware, dynamic range** and **super resolution**
- Create viewer engagement through **In-video insights** (live video X-ray and ads)



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# Myelin Pipeline

# Foundry Works

Live X-Ray

**Object &  
Face  
detection  
at real-time**



Dubbing

**Enabling  
localization with  
sub-titling for low  
resource  
languages**

Original Text	Model Prediction
داسي لري نه	داسي لري نه ده بيا به را ځي که نه
چوټ	چوټی دي بنه تېري شوي
زما زما خپله هم خوښ خوښ دي او	زما زما خپله هم خوښ دی ډېر زيات **** پېنځلس خوښ دی او علاقه ور سره لرم خو دا
شکر الحمدلله ته څنگه يي ښه	شکر الحمدلله ته څنگه **** بي خيريت دی ښه دی
نوزه خو به در ته وایم نو دا څه در ته نه وایم خو **** تا دا	نوزه خو مه در ته وایم دي دا خو نه کپري چې زه به در ته نه وایم خو او تاسو چې خیره وکره تا چې را ولاړ **** وکړي زه به تا ته بيا نه نه کوو
دی را وان هفته کښي مو	**** هغه را وړه هڅه پېنځه دي سلام نه دي څه شي

Thank you

