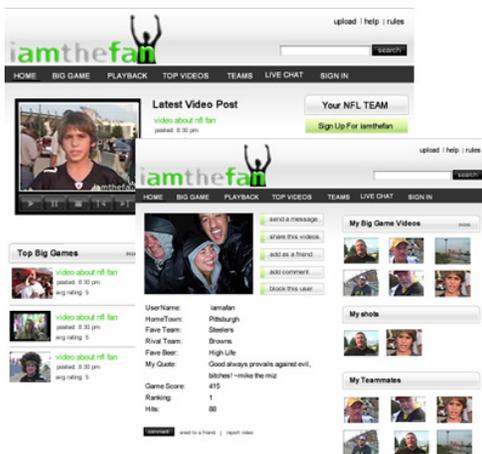


I AM THE FAN

CLIENT BACKGROUND

In an effort to produce and deliver great collaborative web experiences for sports fans, lamthefan.com sought to find a video-streaming platform that was easy-to-use, affordable, and flexible enough to handle multiple live video streaming and RSS feeds, as well as chat features.

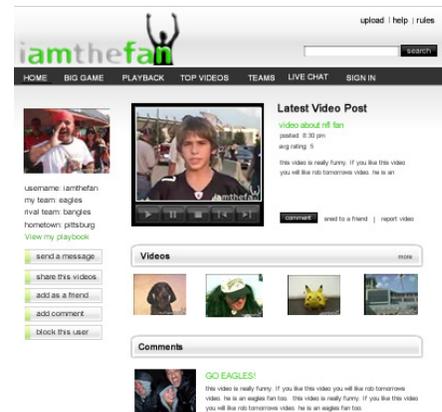


As an early player in the video-streaming market, lamtheFan strived to meet the challenges. In the past, the process was saddled with tools that were not customizable and that made on-site productions problematic. Because the delivery system was so complicated, it was impossible to involve clients or even to train staff.

The lamtheFan application also required special video encoding using third-party software.

KEY SERVICES PROVIDED

- Business consulting and review of all processes for improved workflow
- Streamlined multimedia interaction through a custom Flash FLV player
- Integrated chat server for social networking with a global community of sports fans



The site was built using ASP.NET and C#. Flash plug-ins built into the pages allowing users to only download a single software plug-in to view the videos. All uploaded videos are processed, analyzed for integrity, and then encoded. The videos are then transferred to a Content Delivery Network, ensuring that lamtheFan could indeed be a global community.

I AM THE FAN

SEAMLESS DEVELOPMENT SOLUTION

Seamless Development, Inc. created an automated process built into the new lamtheFan site. Videos uploaded by the user are processed, analyzed for integrity, and then encoded using Adobe Flash. The videos are then transferred to a Content Delivery Network (CDN). Using this CDN, videos are transferred to multiple global servers, allowing users to easily view videos on the site regardless of location. A user in England could view a video with the same speed as a user in Seattle. This process ensured that lamtheFan could indeed be a global community.



The lamtheFan site itself was built using ASP.NET and C#. Flash plug-ins built into the pages meant that users only had to download a single software plug-in to view the videos. Users who signed up could then upload their own videos, participate in live chats, and even win cash prizes through the site's contests. Site content itself could be neatly and easily customized to meet the changing NFL schedule.

BENEFITS FOR DEVELOPERS

- Delivery of a more robust online experience at a fraction of the cost, with tremendous flexibility.
- Ability to plan and pre-produce content for easy integration into the site, i.e. game schedules, contests, etc.

BENEFITS FOR DEVELOPERS

- Ability to actively participate in online content, increasing interest level and retention
- Prepare for meetings easily, without cumbersome software plug-in downloads

Contact Us

www.seamlessdev.com
info@seamlessdev.com
877.594.7372 phone
856.673.0743 fax
16 Rockhill Road Suite C
Cherry Hill, NJ 08003
USA

About Us

Seamless Development is a professional 100% US corporation located in the Philadelphia metropolitan area. Seamless was founded on the premise that state-of-the-art technological tools should be made available to everyone at an affordable cost. We pride ourselves on innovation, quick project turnaround, and unrivaled customer service, all at competitive prices. Our engineers are handpicked experts in their respective fields, and hold résumé entries that include the US Army, Google, eBay, and IBM. Seamless is a technology company providing end-to-end services including web development and support services, e-commerce, custom applications, network deployment and administration.