



Crossroads
Media

Reflections on 2009

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2009 saw many advances in existing technology and products and, we kept the push forward.

Crossroads continues to be the leader in Flat Fee Flash streaming. We have never charged for bandwidth usage – there is no reason to with a properly configured Content Delivery Network.

Our Content Delivery Network and technologies as consolidated into the *2Can*[®] Network utilizing *2Can Technology*[™]

Our efforts continue to bring new products to the market from pre-programmed broadcasts utilizing archived videos to an extensive line of private and secured video conferencing facilities including private and secure chat.

We also pushed forward with IPTV by starting a family friendly IPTV station (www.familyiptv.net) and beginning the collection of public domain video content for the startup.

Crossroads Media also implemented an extremely effective and highly visited site with over 1000 hits per day, with a searchable video on demand site exclusively for pastor messages, music, and ministries at www.yourlocalchurchoonline.com and pre-programmed broadcast on www.localchurchtv.com.

In the background we also started negotiations with terrestrial based broadcasters to expand their viewer base to a global level. We continued to push IP streaming boundaries to provide ANYONE with a TV anywhere around the globe the opportunity to watch all live and VOD streams from our CDN. We finalized production of Set Top Boxes (STB) to match our network.

In 2009 Crossroads expanded our server network and infrastructure in preparation to add Asia and Europe in 2010.

Our software and people resources were expanded to include Windows Media Streaming and one of the best Windows Media encoding specialists in the United States.

We began working with some of the most experienced live broadcast production facilities in the country and some of the best post-production companies nation-wide.

Crossroads also teamed with a major audiovisual supplier to assist our clients in equipment needs to broadcast or to expand and improve existing AV systems.

Looking ahead to 2010

In the same forward thinking and vision – Crossroads Media is headed into 2010 continuing our leadership and innovation in the industry.

Since we are a Content Delivery Network and software development company –both fronts were expanded simultaneously.

You get the benefits of industry leading CDN technology with matching industry leading products to use on the network.

Items to watch for in 2010:

- **Live Broadcasts to Set Top Box's**
- **Live Broadcasts to iPhones**
- **Live Broadcasts to Dial-Up clients**
- **Live Broadcast pre-programmed “channels” on our web site or yours**
- **PPV VOD resources for Musicians, Ministries, and original material providers**
- **Custom Video Conference Rooms – private and secure**
- **Text Chat option to your live broadcasts**

- **IPTV stations**
- **IPTV “cable” network**
 - **Family IPTV Network**
- **Custom website Integration and design assistance**
- **Hardware live encoders as well as software and hardware solutions**
 - **Live Broadcast - fixed and mobile**
- **Crossroads Media is with you in this challenging economy**
- 😊 **Pricing for 2009 will NOT increase in 2010**

Thank you for your support in 2009 and we look forward to a great 2010.