

Case Study

Company: Mirror Image Internet, Inc.
Business: Internet Content Delivery Solutions
Challenge: Cost-effectively reach QuickTime users
Solution: RealSystem iQ



Mirror Image Internet is an innovative provider of Internet content delivery services. When the company needed to expand delivery to QuickTime users, RealNetworks RealSystem iQ helped Mirror Image save millions of dollars in hardware, engineering and testing costs.

Mirror Image Internet, a leading Internet content delivery provider, consistently delivers fast and reliable online content to more than 84 million users worldwide. Leveraging its global Content Access Point™ (CAP) architecture, the company offers its *instaStream* Audio and Video Service, a multimedia streaming solution that dramatically improves the quality of streaming content delivered to users regardless of where they are located. Already providing streaming services for a number of high-profile clients such as Blackboard.com, Activate Corporation and StickyFM, the company, by the end of 2000, plans to expand its streaming media services to hundreds of networks from 30 strategically located Content Access Points worldwide.

“The fact that RealSystem iQ supports more than 45 data types, including QuickTime, gives us a competitive advantage and helps us better support our global customers, all while keeping costs fixed.”

- Tim Desai, instaStream Manager, Mirror Image Internet

Reaching QuickTime aficionados

This year, Mirror Image inquired about reaching a largely European audience of QuickTime users, understanding that most QuickTime devotees are fiercely loyal and do not readily switch to other media types. Mirror Image knew these clients would require the ability to stream media to the QuickTime Player with the same speed and quality that RealPlayer users enjoyed.

One option was to install a new network of QuickTime servers, but when Mirror Image considered available resources and the need to speed time to market, the company turned to the streaming media pioneers at RealNetworks for help.

Streaming more than 45 datatypes with RealSystem iQ

RealNetworks Solutions Marketing team met with Mirror Image to ensure a thorough grasp of the company’s business and technology goals. Engineers were sent onsite to help deploy RealSystem iQ. With unparalleled support for live broadcasting, RealSystem iQ can host and stream more than 45 different media types, including QuickTime, Flash 5, and the popular digital music format MP3. As a result, Mirror Image can now stream QuickTime files to a QuickTime Player using RealSystem iQ.

“It’s about passionately serving our customers to ensure their loyalty and success,” explains Tim Desai. “Support is a big reason that customers stay. Now we can easily support both RealPlayer and QuickTime users with the same engineering staff.”