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Allied Pixel Produces Live Webcast for University of the Arts

MEDIA, PA (July 2012) – Allied Pixel partnered with the University of the Arts to produce a live streaming webcast of the college’s commencement ceremony. The ceremony is a fully-produced live show, held at the Academy of Music. The webcast was seen by an international audience including 38 countries. Allied Pixel handled onsite encoding, player development and CDN distribution using Akamai and Amazon Web Services, plus on-demand hosting for a year following the event. The webcast included live streams for mobile devices such as iPhone, iPad and Android and social media hooks to Facebook and Twitter.

UArts’ Christopher Rooney said “Allied Pixel has been fantastic to work with: Up-to-date with the latest technology and techniques, their streaming has been rock-solid... The response from students and their families has been proof-positive that Allied Pixel is the best choice for a technology partner that we could have made.”

About the University of the Arts:

Established in 1876, the University of the Arts is dedicated to educating students in the visual, performing and communication arts. Students and faculty connect, create and collaborate across disciplines and traditional boundaries, in the heart of downtown Philadelphia, one of the nation’s most culturally vibrant cities. For more information, visit www.uarts.edu.

About Allied Pixel:

Allied Pixel is an integrated media production company that specializes in the convergence of video, the web and interactive multimedia. Allied Pixel brings a unique blend of technical and creative capabilities to clients across a broad range of fields. For more information, visit www.alliedpixel.com.

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