PRESS RELEASE

Artesyn and Gamestream to Cut the Cost of New Gaming-as-a-Service by More Than Half with the Latest Intel® Processors

Powered by Intel processors with high performance discrete graphics and memory on a single package

Las Vegas, Nev. [7 January, 2018] — At the Consumer Electronics Show (CES) in Las Vegas today, Artesyn Embedded Technologies and Gamestream in collaboration with Intel unveiled a new industry-leading cloud gaming solution that will enable telecom operators and hospitality providers to dramatically lower the cost and eliminate the complexity of rolling out branded gaming-as-a-service offerings to their customers.

Gamestream, a cloud gaming innovator, will offer its white label cloud gaming platform and premium gaming catalog using the MaxCore® high-performance server from Artesyn, a leader in computing platforms for communications networks. The server is powered by the new 8th Gen Intel® Core™ processor, which brings together a high-performing Intel Core H-series processor, second generation High Bandwidth Memory (HBM2) and a custom-to-Intel Radeon RX Vega M graphics processor – all in a single package. This hardware and software combination offers more than double the user density and half the power consumption per server than current server-based solutions. A single 3U MaxCore server, loaded with PCI Express cards featuring the new Intel Core processor, running the Gamestream cloud gaming solution will be able to host up to 60 concurrent gaming sessions.

Artesyn expects to have PCI Express add-in cards featuring the new Intel processor in the second half of 2018.

Gamestream

Gamestream has developed a highly portable thin client for network operator set-top-boxes, cable modems or smart TVs which can be ported at very low cost and simplifies

deployment of the OTT cloud gaming solution. With licensed games ready to stream, customers can go live with a solution quickly and easily with minimal upfront capital expenditure.

Ivan Lebeau, chairman and CEO of Gamestream, said: “Currently, the distribution of video games still depends on physical and downloadable models. However, the evolution of the music and movie industries leads us to believe that the gaming industry is set to follow the same pattern. The unlimited streaming model in the video game industry is still in its early stages and its development faces several technical challenges, which the combination of the latest Intel processors and Artesyn’s MaxCore server helps us to overcome. We can now offer more than double the user density and half the power consumption per server than current solutions, dramatically reducing the cost to our customers and maintaining an excellent gaming experience for their subscribers.”

Gamestream has the widest range of negotiated games licenses for streaming in the industry, giving their customers access to the largest potential catalogue of games. Gamestream has partnered with software houses such as Disney, Konami, Codemasters, THQ Nordic and Maximum Games. These partnerships allow Gamestream to distribute hits such Lego Star Wars, Pro-Evolution Soccer 2018, GRID AutoSport and Red Faction. Gamestream customers are free to define their own catalogue of games depending on geographical preferences and targeted audiences.

Artesyn

Artesyn’s MaxCore platform uses Artesyn microserver cards and PCI Express add-in cards in an innovative chassis with internal networking to offer versatility and maximum performance density per rack unit for data center and carrier-grade applications. A single 3U MaxCore platform can host up to 15 add-in cards with a total of 30 processors supported by dedicated hard drive bays, and redundant hot-swappable cooling and power supplies.

Barry Dolan, vice president of sales and marketing at Artesyn, said: “Telcos can now offer their subscribers a cloud gaming service under their own brand to monetize the investment in their existing network infrastructure, while the hospitality offering goes beyond hotels to include cruise ships, airplanes and even hospitals. With first

deployments already underway, this is an exciting collaboration that could be as disruptive in gaming as streaming has been in other entertainment markets. The low cost of entry makes it easy to test the service with customers and scale out as subscriptions grow.

“For sheer performance density and versatility, nothing beats the MaxCore platform. It is already the highest density platform for voice and video streaming services worldwide, so cloud gaming is a natural and ideal application whether it is virtualized in a data center or as a mobile edge computing (MEC) scenario.”

Intel

Lynn Comp, general manager of the Visual Cloud Division in Intel’s Data Center Group, said: “Remote gaming provides an exciting opportunity for a wide range of cloud and communications service providers to deliver windows PC games to their customers. The combination of Intel® Quick Sync Video for quality and low-latency compression of frames into industry standard AVC/HEVC video, combined with high performance discrete graphics in one solution, offers a compelling user experience with excellent gameplay.”

About Gamestream

Gamestream has developed a high quality cloud gaming solution, allowing it to stream in HD (1080p/60fps) a catalog composed of the latest AAA games and a selection of the best independent games. The company’s white-label solution is designed to enable hotels, cruise ships and hospitals; and telecom operators, media groups and internet access providers to provide their customers with a latest generation console experience, with no dedicated console or appliance.

About Artesyn Embedded Technologies

Artesyn Embedded Technologies is a global leader in the design and manufacture of highly reliable power conversion and embedded computing solutions for a wide range of industries including communications, computing, consumer electronics, medical, military, aerospace and industrial automation. For more than 40 years, customers have trusted Artesyn to help them accelerate time-to-market and reduce risk with cost-effective advanced network computing and power conversion solutions. Headquartered in Tempe, Arizona, Artesyn has over 16,000 employees worldwide across ten engineering centers of excellence, four wholly-owned world-class manufacturing facilities, and global sales and support offices.

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