

ICE London provides ideal shopwindow for nanoStream Cloud's ultra-low latency live streaming technology

nanocosmos, the renowned interactive live streaming solutions provider, will be using its first appearance at ICE London to debut its ultra-low latency live streaming platform nanoStream Cloud including the unique H5Live Player, which has been embraced by live casinos, as well as companies active in the esports and iGaming space. Oliver Lietz, nanocosmos CEO and Founder, believes the world's biggest gaming technology event will provide the ideal shop window for the burgeoning global interest in live gaming across both emerging and established markets.

Explaining his company's journey, he said: "In 2016, we created nanoStream Cloud & H5Live Player, a white labelled ultra-low latency live streaming solution and CDN aimed at use cases where every second counts, such as live casinos, gaming, betting and esports. We attended ICE as visitors in 2018 and, since then, we have been working with more and more iGaming businesses using our technology. Now in 2019 we will be exhibiting."

"At ICE 2018, we witnessed a lot of growing traction for ultra-low latency live streaming in the gaming space. This, together with a growing sense of optimism, influenced our decision to exhibit at ICE London 2019."

Founded in Berlin in 1998 with a strong background in video R&D for video/audio coding and streaming for the broadcast industry, nanocosmos continues to be driven by Lietz's belief in building up trustful long-term customer relations. "Our goal in London is to expand the number of customers we work with in the gaming industry, as well as promote our brand as the perfect live streaming technology to achieve audience engagement on any device," he continued. "Live casinos, iGaming and esports businesses around the world can use our solution to add interactive video to their applications. Your audience can be everywhere, with our global ULL CDN you will reach it on any device and in ultra-low latency! Customers who use our platform have increased their mobile business to over 50 percent of their whole usage."

Named by Streaming Media as one of the most influential companies in the online video

space, nanocosmos is well-known for its innovative ultra-low latency live streaming technology available on any mobile and desktop device, plugin-free on all web browsers. “We have a unique interactive live streaming solution, because we control the complete live streaming workflow end-to-end,” he added. “Our expertise is browser-based playback and ultra-low latency live video on any mobile and desktop device with a global footprint. Moreover, our nanoStream Cloud service and nanoStream Products are the perfect live casino solution for iGaming and betting companies. We aim to support and expand the growth of our partners live casino businesses.”

nanocosmos will be making its debut appearance at ICE London on stand N9-744.

In 2018, a record 33,536 visitors from 153 jurisdictions made the journey to ICE London, an 11 percent increase on the 2017 figure and a landmark which constituted the brand’s seventh consecutive year of growth. The 2019 edition of ICE London has been confirmed as the biggest on record, comprising 45,500 sqm of net floor space.

To experience the spirit of genius at ICE London 2019 (5-7 February, ExCeL London, UK), visit: icelondon.uk.com