

Destiny Media Announces Summer Clipstream® Release Featuring Video Encoding in the Cloud from Any Computer or Device

VANCOUVER, July 9, 2015 /CNW/ - Destiny Media Technologies (TSXV: DSY) (OTCQX: DSNY) today announced that it has moved the encoding process for its cross platform streaming video solution from the Windows desktop to the cloud.

This solves a number of problems with the old approach:

- many corporate users couldn't install software because their machines were locked down by their IT department
- customers want to upload from their smart phones, Macs, tablets, etc. and the previous solution restricted them to encoding on a Windows desktop
- encoding speed was tied to the speed of the users' computer and users couldn't log out until the encoding was finished.

The new system is great for users as they can upload from any device instantly, then their queued videos are encoded at high speed with server class cloud machines. The service is also great for Destiny as server resources are added or removed in real time to exactly match customer demand, tying Destiny's expenses directly to usage and revenues. Latency delays are minimized as the system automatically chooses encoding servers closest to the publisher and recipient servers closest to the viewer.

Other improvements in this release include increased performance and enhanced quality over previous versions of Clipstream®. The new version also supports a more robust reporting package.

"The release of our new cloud-based encoder represents the next milestone in the growth and development of our Clipstream® service," said Rick Ramsay, Director of Product Management for Destiny Media. "The new encoder will make it easier for all users to upload videos in a more effective and efficient manner across all formats and applications. We are particularly excited about the ease of use that it will provide for mobile device users as they can now capture, upload and deliver videos all from their device regardless of platform or operating system. We are also incorporating a new reporting interface that will allow users to access actionable usage details, which is critical to maximizing the value of web video."

Clipstream® enables any non-technical user to upload videos that will play on all modern web browsers including those installed on TVs, PCs, and mobile devices. The service automatically converts videos from a range of standard formats to the Clipstream® format. Users then receive a link that can be embedded into a website and/or distributed through email and accessed via the cloud.

Clipstream® offers a number of technical advantages to users of online video platform (OVP) services, the Company's first targeted market. According to Frost & Sullivan, the size of the OVP market was \$369 million during 2013 and is expected to grow to \$800.9 million during the next 5 years. Clipstream® is differentiated from similar OVP services in that it delivers an easy to use end-to-end platform providing the strongest security available to protect online video content. Because Clipstream® technology doesn't rely on plug-ins, videos hosted via Clipstream® 'just play' in any modern browser and automatically adapt to available device capabilities and bandwidth. In addition, videos in the Clipstream® format will not expire, or need reformatting.

To access a free trial of Destiny Media's Clipstream video hosting service, please visit www.clipstream.com.

About Destiny Media Technologies, Inc.

Destiny Media Technologies (DSY.V) (DSNY) provides services that enable content owners to securely display and distribute their audio and video content digitally through the internet. The Company's two major services are Clipstream and Play MPE®. Clipstream (www.clipstream.com) is a video format that plays on any modern smart phone, tablet, internet, TV, or computer. With Clipstream, there is no player to configure or install, videos never go obsolete, and there are up to 90% cost savings from caching. Play MPE (www.plaympe.com) provides a standardized method to securely and cost effectively distribute pre-release music to radio stations and other music industry professionals, before it is ready for sale. More information can be found at www.dsnyc.com.

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