

# Smart Content Download

## Deliver addressability on more devices

Expand your addressable reach with Synamedia Iris by delivering targeted ads to a large variety of new and legacy settops. With the Smart Content Download feature, Pay TV operators can generate additional value from more of their boxes by dynamically downloading and replacing linear ads with targeted creatives in broadcast or IPTV feeds.



### Leverage device capabilities

Not only does the client use minimal resources, but it is also flexible enough to download and refresh ad creatives over IP or broadcast and store them in local memory, flash, or hard disk.



### Replace linear broadcast ads

Seamlessly replace linear broadcast with higher value targeted ads using client-side ad insertion that won't introduce black screens, tuning latency, or buffering artifacts.



### Extend your ad ecosystem to broadcast

Synamedia Iris can integrate Smart Content Download with your existing ad server, allowing you to keep your advertising operations, workflows, and reporting intact.



### Get digital features on connected devices

Although full connectivity is not required, having an IP connected device enables advanced digital features such as programmatic, clash management, and real-time measurement.

You can learn more about Synamedia Iris at [www.synamedia.com/iris](http://www.synamedia.com/iris)

