

---

## VMIX Turns to Neustar for a Global DNS Solution

Mar 9, 2011

**Sterling, VA, and San Diego, CA (PRWEB) March 10, 2011** -- Neustar, Inc. (NYSE: NSR), a provider of market-leading, innovative solutions and directory services to enable trusted communication across networks, applications, and enterprises around the world, today announced that VMIX, a leading carrier-class online video platform provider, has chosen Neustar Ultra Managed Services to support their global expansion. VMIX recently grew from one data center to four, with 15 percent of its traffic today coming from outside the United States -- and that number is growing.

“We knew we needed to upgrade from our legacy DNS, and initially looked at hardware solutions,” said Phil Chen, Director of Systems Engineering at VMIX. “Neustar UltraDNS offered a faster way to market with advanced features like load balancing and traffic management with no CAPEX expenses. Our performance and flexibility are up, and costs are down – that’s a great recipe for growth.”

Demands on a company’s DNS increase exponentially with growth, which has been the case with VMIX, which offers the most scalable, white-label online video solution in the world and manages over 25 million video files. Neustar UltraDNS provides global load balancing through its 16 network nodes located throughout the world. Using Directional DNS, VMIX is able to easily share the traffic load between its data centers and keep their videos flowing through an extremely busy holiday season.

“DNS is so much more than taking a domain name query and returning an IP address,” said Rick Rumbarger, Senior Director, Product Management, Neustar’s Internet Infrastructure Services. “DNS and the advanced services it powers are fundamental for online communication and commerce, and our customers are the premier online brands in the world. The rapid growth and success of VMIX is a case study of how outsourcing your DNS to the industry leader makes sense as your company grows.”

The cloud-based products from VMIX make it easy to have your video anywhere, and the company is adding over one million new videos per month. The conversion to UltraDNS took less than one month to complete and resulted in faster resolution times for VMIX customers and zero downtime.

To learn more about Neustar's load balancing and traffic management solutions, please visit <http://www.ultradns.com/Traffic-Management>.

**About VMIX**

VMIX Media Inc., (<http://www.vmix.com>) is a leading provider of carrier-class online video and media management solutions. The company's cloud-based Platform as a Service is designed with high-volume video producers in mind, powering top online publishers' websites and mobile applications for media, entertainment and enterprise markets. Managing over 25 million videos and processing one million plus new videos a month, VMIX integrates seamlessly into its clients' products and services.

**About Neustar and Neustar UltraDNS**

Neustar, Inc. (NYSE: NSR) provides market-leading and innovative solutions and directory services that enable trusted communication across networks, applications and enterprises around the world.

Leveraging a unique directory platform and proprietary, patented technologies, Neustar's UltraDNS Services – the company's comprehensive suite of managed DNS offerings – provides a range of infrastructure solutions to organizations that rely on the Internet for their critical business processes, applications and services. Today, UltraDNS Services are used by more than 3,000 enterprises and TLD infrastructure customers worldwide, and currently power the resolution of nearly 20 million global Internet domains.

Visit <https://www.neustar.biz> and <https://www.ultradns.com> for more information.

###

*Media Relations Contact:*

**Allen Goldberg**



*allen.goldberg@neustar.biz*