UMBRA Technologies

GEODESTINATION®

"If something is free on the Internet, it just means that you are the product", is an idiom that is well worth taking notice of. Geographical restrictions are brought forth by licensing requirements and desires to secure revenues through directed location specific advertisements and click-bait.

The regional sub-division of licensing is a result of a business model developed by TV broadcasting, with content providers selling their programing to local broadcasters, when each station had their own little fiefdom. Large companies on the Internet today have adopted this business model, while they also make money by directing advertisements that are targeting you as a user by analyzing your habits and knowing your location.

Many governments and organizations think it is OK to filter access to information, to control what is available within specific territorial borders or geographies and actively filter content on the user driven Internet we have today.

Content Distribution Networks was developed as, and often is, a good thing, allowing for efficient bandwidth usage as Content Distribution Networks are intended to deliver internet media resources from the closest server to you, greatly improving access speed for many services such as Youtube, Netflix and Facebook.

So, why is Geodestination® important to corporations and the end users alike?

With Geodestination® users can access any information source anywhere in the world regardless of physical location and without the need for any other technology to assist in the connection.

UMBRA's proprietary Geodestination® technology ensures carrier neutrality, overriding of Content Delivery Networks when not wanted/needed and geographical restrictions, allowing users to access any information source, anywhere in the world, regardless of physical location.

UMBRA's Geodestination® does not override Content Distribution Networks unless warranted, but works in harmony with existing solutions to improve services further, but also gives users control of their locational footprint.

Current users are taking advantage of UMBRA Technologies' services to access paid overseas streaming media resources rather than resort to piracy, allowing content providers to actually make money from the provisioning of Geodestination® by UMBRA to end users, rather than lose revenue.

Geodestination® allows organizations and users to be located in multiple geographical location on the internet at a time.

Geodestination's place in UMBRA's Global Virtual Network - Integration of various ad-hoc mechanisms to provide convenient, efficient, secure, international, geo-agnostic service connectivity.

The Global Virtual Network offers Geodestination® 'out of the box', with little up-front cost, fast time to deployment, good value connectivity charges, and several other advantages, in layman terms Geodestination® is a reversal of forced Content Distribution Network.

Replication by communication service providers, such as seeking to provide similar automated method of general Geo-specific content fetching and distribution across a secure and fast communications channel, within a Global Virtual Network-like system, will be likely to infringe on the patents that are the foundational cores of the Geodestination® features of the Global Virtual network.

USE CASES:

HOTELS -
The added bonus of the elimination of geographical restrictions makes a difference for tired business travelers who simply wants a small feeling of home when they are on the road. The hotel room is a place for a very traveler to wind-down after a hectic day or a long flight. The Geodestination™ feature allows the traveler to connect to streaming services, news outlets and other geographically restricted content in their home country, as if they were at home, without having to resort to using VPNs or unsecure proxy servers to do so.

BIG DATA -
The data gathering process remains a challenge for analysis, but with UMBRA's Geodestination™ feature, manual work, jumping from proxy-server to proxy-server, will no longer exist, greatly reducing the time to collect the data to be analyzed.

The Geodestination® feature, a core part of UMBRA's Global Virtual Network, deployed throughout the technology grid, removes the need for manual proxy settings in data gathering or large complex networks that feeds into a data processing unit for analysis. Geodestination® allows the data gathering process to be fully automated, because Geodestination® eliminates all need to use a VPN or proxy server to force the publishing of a local IP address towards the server where the data is held.