

WEBCASTER FEATURE HIGHLIGHTS

MediaPlatform SmartPath Technology: Webcast to any end user on any device, regardless of location or content distribution technology.

Playlist: Create and add live and/or on-demand content. Auto repeat in various ways.

Auto-Archive: Auto-archiving of video on the Flash ® Platform with instantaneous availability of live events.

PayPal® Integration: Ability to webcast on a pay-per-view basis.

Custom Players and Skins: Maintain company branding during events.

Live Control: An easy-to-use interface for controlling and monitoring the elements of your live webcast-video, slides, Q&A, polls and attendance.

Multiple Remote Presenters and Video Sources: Feature multiple presenters in studio, on webcam or the phone and mix with live or pre-recorded video or audio streams, as well as live screen demoing from remote sources.

Reporting: Insight into attendee behavior through comprehensive reporting features.

Deployment Flexibility: On-site install or Software-as-a-Service (SaaS) while securely managing content.

MEDIAPLATFORM THE ENTERPRISE VIDEO SUITE

With MediaPlatform, you can manage online video through the complete lifecycle of creation, presentation and archiving.

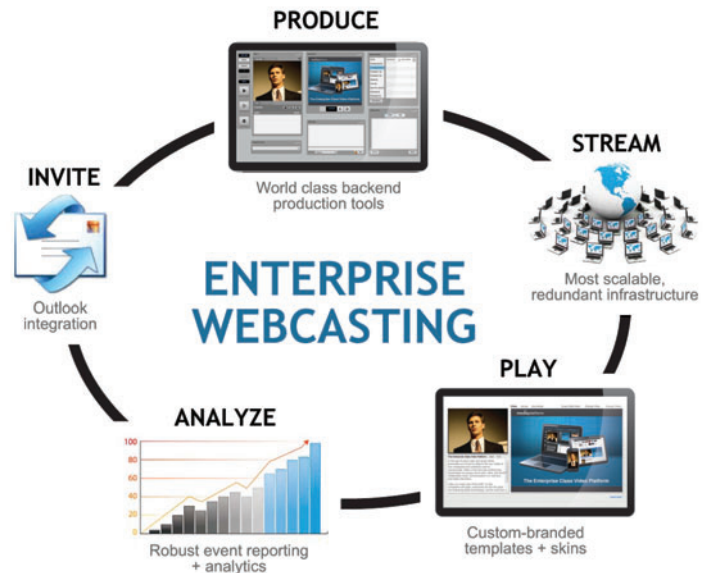
MediaPlatform's WebCaster interface lets you create live or on-demand webcasts that can reach large audiences with custom players and advanced production controls. Once complete, the webcasts, as well as any other media, appear in PrimeTime, MediaPlatform's media management portal. PrimeTime enables users to search, view, rate, share, or tag media content.

WebCaster

Best in Class Enterprise Webcasting

The Industry's Most Feature-Complete, Scalable, and Reliable Webcast Publishing Platform

MediaPlatform® WebCaster enables you to easily produce, broadly distribute and monitor deeply interactive live and on-demand webcasts with presenters in one or multiple locations. WebCaster enables you to reach audiences in excess of hundreds of thousands of live concurrent viewers with presentations that feature streaming video, PowerPoint® slides, audio, surveys, polls, and screen demoing.



- **POWERS TEAMWORK** - WebCaster is designed for media professionals tasked with designing, building, and running webcasts in demanding production conditions.
- **ENABLES SIMPLY PERFECT PRESENTATIONS** - To internal and external audiences or worldwide.
- **INTEGRATES WITH ENTERPRISE SYSTEMS** - Web services architecture facilitates broad application connectivity.
- **DELIVERS ENTERPRISE-WIDE DEPLOYMENT, SCALABILITY, AND REDUNDANCY**- WebCaster is suited for stand-alone as well as large scale webcasting operations.
- **HANDLES MULTIPLE WEBCASTS** - Administrators can simultaneously operate multiple webcasts.

WEBCASTER TECHNICAL HIGHLIGHTS

Massive Scalability

UTF-8 Support

Ability to Publish Projects to Amazon S3

Complete HTTPS (SSL) support for viewer pages

Works on Windows, Mac OS + Linux

Rich Text Editing For System Emails

In-Depth Reporting

Automatic Viewer Certification

Comprehensive Asset Management

Registration Form Builder

MEDIAPLATFORM, INC. THE ENTERPRISE VIDEO SUITE

MediaPlatform, Inc. delivers best-in-class web-casting and media management technology to global enterprises and digital media producers.

MediaPlatform's webcasting software enables high-impact presentations for lead generation, corporate communications and training. The company offers organizations the ability to take advantage of scalable cloud-based computing, as well as on-premises deployment, to present and manage rich media. With media management tools built on its platform, the company helps clients derive long term archive value from their investment in media content.

IDEAL FOR DIGITAL MEDIA PRODUCERS:

If you are in the business of producing webcasts, let MediaPlatform WebCaster power your success. WebCaster is designed for demanding, live webcasts with multiple presenters in remote locations or sophisticated pre-recorded presentations.



Where is your audience coming from? WebCaster's analytics gives you a graphical display showing where your audience is viewing your presentation.



WebCaster's reporting and analytics functionality gives you dynamic, graphic displays of attendance, length of viewing, and other indicators of audience engagement.



WebCaster's LiveEditor provides an easy-to-use interface for controlling and monitoring the elements of your live webcast - video, slides, Q&A, polls, attendance



WebCaster's portfolio of templates allow for branding and customization. Polls, surveys, and Q&A, and social media can be embedded in the player.

TECHNICAL REQUIREMENTS FOR AUTHORIZING - SAAS

HARDWARE

- Minimum: 1.5 GHz, single-core
- Recommended: Intel 2.0 GHz dual-core or better
- 2 GB RAM minimum
- Display dimensions of 1280x800 or greater

SOFTWARE:

- Adobe Flash® Player 10.1
- Any Browser
- Any OS

For requirements for on-premises deployment of WebCaster, please contact:

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