

Webcast Studio

Self or managed service solutions to broadcast interactive presentations



Quickly and easily produce powerful, engaging presentations that connect with and engage target audiences around the world.

Rich Media Streaming

Webcast Studio delivers crystal clear audio, video, and slides for an unmatched attendee experience without requiring special hardware or software, for audiences everywhere: internal, external, even global.

Multiple Options for Multiple Audiences

Select the options that are best for you, self-service with the intuitive, easy-to-use wizard or "white glove" managed services. Choose to pay as you go or a low-cost subscription. Use Webcast Studio standalone or integrated with other solutions such as CorporateTube, our "You-Tube™-like" enterprise solution, or a Virtual Environment showcase.

Leverage our Smart Reports with simple report configuration and easy-to-read dashboards or use one of our data integration plugins (Eloqua, Marketo) to measure data your way, in your tools. Quick, simple report configuration and easy-to-read dashboards that help you track metrics at a glance.

Branded and Customized

Webcast Studio is designed for complete customization. Get all the features you need in a branded interface that reflects your organization's image and message.

Design a rich brand experience with logos and background images. Create detailed multi-page registration sites with multiple themes, tabs, and social media URLs to promote your event. Extend brand engagement with a customized lobby page.

Customize and schedule automated emails for registration confirmation, reminders, thank you notes, post-event follow ups and blast emails.

Attendee Experience

All participants need is access to a web browser to view presentations. Built on Adobe Flash, Webcast Studio makes it easy to join from virtually anywhere without installing additional software.

When attendees register through LinkedIn, their public profile is visible and

What it means for you

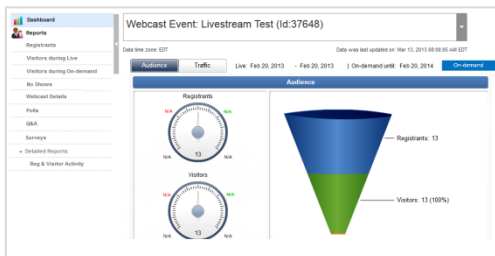
- Reach wider audiences
- Lower production and broadcast costs
- More engaged attendees
- Shorter time to results

Why customers choose Webcast Studio

- Multiple options for multiple audiences
- Easy to use self service option
- Speed – set up a webcast in seconds
- 100% web based – no downloads
- Simple & powerful customization capabilities
- Advanced mobile platform
- Video webcasts with no network impact
- SSL-encrypted streaming
- Global experience and support
- Unlimited webcasting package

"Webcast Studio is a strategic part of our virtual learning efforts. Our audiences love the high quality video and the interactivity."

*Celeste Mosby,
VP of Life Sciences
Wilson Learning*

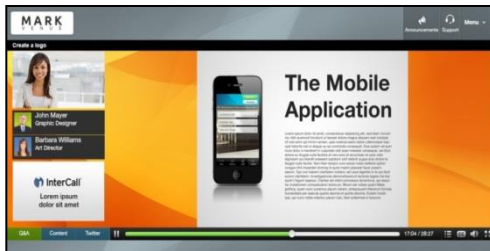


Detailed Analytics

Track behavior, not just attendance. Our Engagement Index™ allows you to measure audience involvement, and LinkedIn, Facebook and Google Connect integration adds demographic insights that help you score leads, assess interest and make connections.



they can see whether any of their connections are attending, enhancing the networking aspect of the event.



Mobile users enjoy zero loss of functionality in an immersive, finger-friendly environment.

Most Powerful & Global

Supports up to 17 languages, multilingual closed captioning for over 150 languages and a content delivery network with 13 international support centers.

Ideal for

- Marketing and lead generation
- Training and eLearning
- Town hall and corporate communications events
- Product launches
- Human resources
- Investor relations

Benefits of Webcast Studio

Security: secure log in capabilities, along with secure infrastructure design, intrusion detection and prevention, SOP's for log review and scanning, personnel security, physical security and much more; SSL-encrypted streaming available

Reliability: 99.99% uptime

Global: delivers via Adobe Flash for easy viewing across the world, along with 13 support centers in multiple countries and offices on four different continents. Automatic CDN support for real-time global distribution.