

WebCaster

FEATURE HIGHLIGHTS

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

Auto-Archive: Auto-archiving of Flash video with instantaneous availability for live events.

Content Conversion to Flash: Uploading of existing video content to convert to Flash.

Video Preview: Previewing of all live feeds before pushing them live.

LiveEditor Integration: Complete integration with LiveEditor to coordinate with a central management screen.

Hand Raising: Remote sources may alert director of webcast for chance to speak.

Redundancy: Highly reliable live webcasts with 100% redundancy and no single point of failure.

Reporting: Insight into attendee usage and behavior through comprehensive reporting features.

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

MediaPlatform

Designed to help your organization get the greatest return on its investment in webcasting and rich media presentations.

WebCaster delivers multi-presenter webcast productions to **large audiences**.

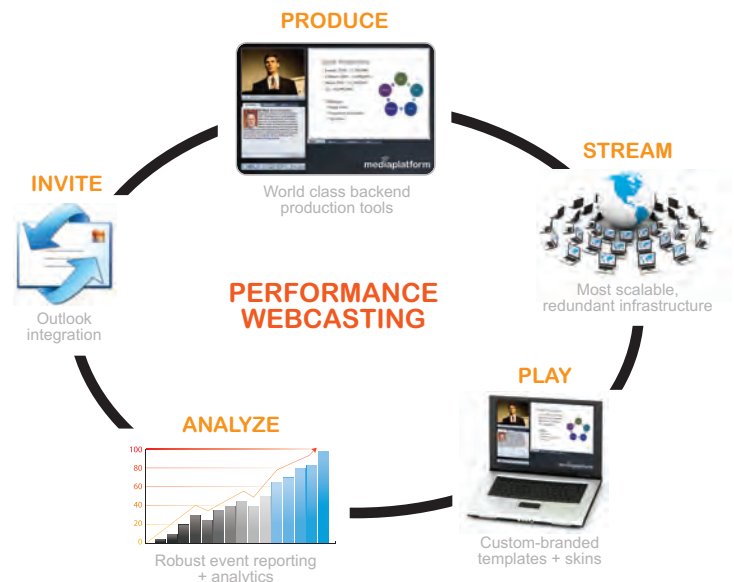
WebCaster Pro provides partner webcasters with **template customization** and CDN options.

PrimeTime allows your people to **find, view and share rich media**.

WebCaster: PERFORMANCE WEBCASTING

The industry's most feature-complete, scalable and reliable webcast publishing platform.

MediaPlatform WebCaster enables you to easily produce webcasts with presenters in one or multiple locations and reach audiences in excess of tens of thousands of live concurrent viewers. It enables you to produce, broadly distribute and monitor deeply interactive live and on-demand webcasts that feature streaming video, PowerPoint® slides, Flash® animation, 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, 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 one or more webcasts.

WebCaster PRODUCT HIGHLIGHTS

- MULTIPLE REMOTE PRESENTERS
- CUSTOM PLAYERS + SKINS
- TELEPHONIC AUDIO INPUT
- WORKS ON WINDOWS, MAC OS + LINUX
- MASSIVE SCALABILITY
- SAAS OR ON-PREMISES INSTALLATION
- IN-DEPTH REPORTING
- AUTOMATIC VIEWER CERTIFICATION
- COMPREHENSIVE ASSET MANAGEMENT

MediaPlatform, Inc. FORMERLY IVT

Delivers best-in-class webcasting and media management technology to global enterprises and digital media producers.

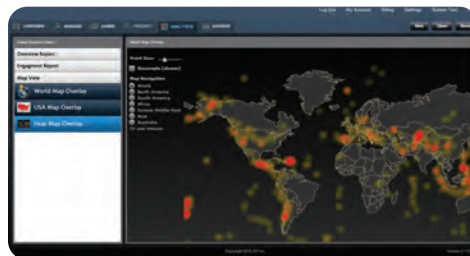
MediaPlatform's webcasting software enables high-impact presentations for lead generation, corporate communications and training. The company offers organizations the ability to take advantage of scalable cloud-based computing, as well as on-premises deployment, to present and manage rich media. With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

MediaPlatform, Inc.
8484 Wilshire Blvd.
Suite 515
Beverly Hills, CA 90211
t 888 488 2278
f 310 909 8410
info@mediaplatform.com
www.mediaplatform.com
www.twitter.com/webcaster

IDEAL FOR DIGITAL MEDIA PRODUCERS:

If you are in the business of producing webcasts, let MediaPlatform WebCaster power your success. It delivers a simple and cost-effective solution for professional grade webcasting.

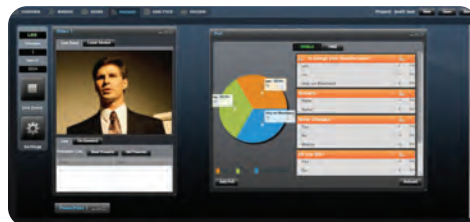
WebCaster is designed for demanding, live webcasts with multiple presenters in remote locations, or sophisticated pre-recorded presentations.



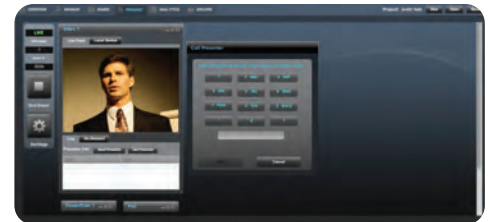
Where is your audience coming from? WebCaster's audience "heat map" gives you a graphical display showing where your audience is viewing your presentation.



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



Run polls and see graphical results in real time in WebCaster's LiveEditor.



Now you can dial out to your presenter right from WebCaster's LiveEditor. Your presenter can speak over the phone and have the audio encoded to Flash for seamless audio and slide presentation.



WebCaster's portfolio of templates allows for branding and customization. Polls, surveys, 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:

- Flash 10+
- Any Browser
- Any OS

For requirements for on-premises deployment of WebCaster, please contact: sales@mediaplatform.com