

PRIMETIME PRODUCT HIGHLIGHTS

Secure, Engaging Media Portal
Customizable Interface
Dedicated Channel Permissions
Searchable
Social Networking Features
Built For Scale
Web Services Architecture
Integrate With Portals
Rating of Content
Optimize Media Content Management
Knowledge Sharing
iOS Streaming Support
Encoder And Data Collector Subsystems
LDAP Integration

MEDIAPLATFORM THE ENTERPRISE VIDEO SUITE

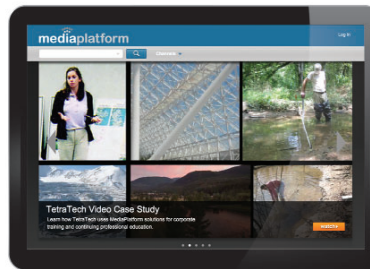
With MediaPlatform, you can manage online video through the complete lifecycle of creation, presentation and archiving.

MediaPlatform PrimeTime™ is an excellent way to manage corporate or employee contributed content. PrimeTime builds community and user engagement with friendly video search and browsing, video upload, video capture, annotation, sharing and more. This rich media management software allows you to create your own online, enterprise video portal. Improve employee productivity, motivation and community through media collaboration and sharing tools. Create rich, interactive live video presentations with MediaPlatform WebCaster, the industry's most reliable webcast publishing platform, and deliver them through a secure video platform with PrimeTime.

PRIMETIME

Best in Class Enterprise YouTube

MediaPlatform® PrimeTime™ is the industry's most advanced enterprise rich media management and video portal. It is the central place where your employees and partners can search, view, manage, rate, and share streaming video through an intuitive, channel-based portal.



Primetime supports sharing of videos between employees, as well as the ability for viewers to make comments and rate material.



Asset management has a channel centric approach. With "Channel Management" permissions, user can create and edit new channels

- Makes all media content accessible in one place - eliminates the risk of material getting lost in multiple repositories.
- Increases the reach of video and webcasts in your organization -viewers time-shift and watch at their own convenience through an intuitive interface.
- Increases impact of video-based training - employees can comment and share, generating views of the most useful training media.
- Enables intelligent sharing and preservation of knowledge - channels and social networking features let employees help one another find valuable organizational knowledge.
- Uses Web services to integrate with third-party portals and applications.

PRIMETIME TECHNICAL HIGHLIGHTS

Enterprise Scalability and Performance

Built for heavy use in a large organization with global reach and can scale to combine the archives of teleconferences, video and audio webcasts, webconferences and more. Integrates with enterprise network environments and most CDNs and can be deployed on-site or Cloud/SaaS.

Economical Storage Management

Content storage limits per user, auto archiving, and expiration dates help contain storage costs.

In-Depth Reporting

A rigorous reporting capability lets you use PrimeTime to track effectiveness of individual videos as well as the impact of your video programs. Reports can be exported to Excel®.

Built on Open Standards

In addition to being a browser-based application, PrimeTime can expose many of its functions as Web services. These Web services make possible broad integration and interoperability with a large number of other applications, including portals, CRM systems, and corporate learning suites.

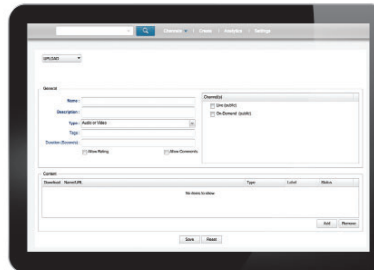
MEDIAPLATFORM, INC.

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

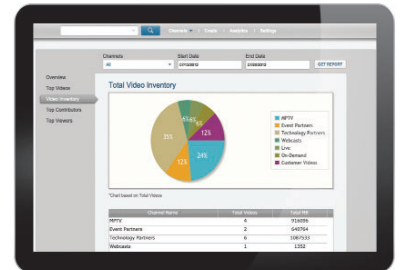
MediaPlatform's software enables high-impact presentations for lead generation, corporate communications and training. The company offers organizations the ability to take advantage of scalable cloud-based computing, as well as on-premises deployment, to present and manage rich media. With media management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

SOCIAL VIDEO AND CORPORATE COMMUNICATIONS

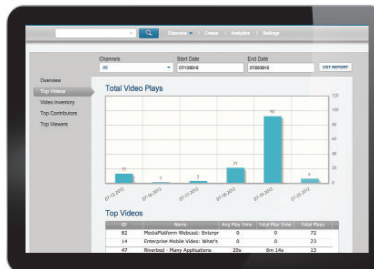
PrimeTime™ is an excellent way to manage corporate, or employee contributed content. PrimeTime™ builds community and user engagement with friendly video search and browsing, video upload, video capture, annotation, sharing, and more. This media management software allows you to create your own online, enterprise video platform/portal.



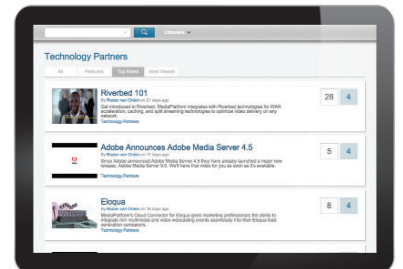
PrimeTime users can create and manage multimedia assets by uploading files, capturing via webcam, embeds, links or MediaPlatform WebCaster urls.



PrimeTime contains features to help your organization take advantage of video without allowing storage costs to grow uncontrollably.



Use PrimeTime to track effectiveness of individual videos as well as the impact of your video programs. PrimeTime reports tell you who is on the system and what they are watching.



PrimeTime tracks top rated videos by all users of the portal in a simple drop down display.