MediaPlatform Launches Advanced Webcasting Diagnostic Tool
Adds Two Specialists to Client Service Team to Help Ensure Successful, High Quality Webcasts

LOS ANGELES, CA — March 23, 2011—To help ensure the highest quality webcasts possible, MediaPlatform® today announced a significantly enhanced version of its pre-webcast diagnostic tool and the addition of two new members to its client services team. The tool, integrated into the WebCaster cloud-based webcasting platform, enables audience members to more effectively identify potential problems on their individual computers that could affect the quality of the webcast.

“One of the greatest challenges in enterprise video is ensuring the audience’s computers, Internet connection and audio capabilities are configured properly before the webcast even begins,” said Greg Pulier, founder and president, MediaPlatform. “With our improved diagnostic tool, we can work more effectively with our clients as joint ‘problem solvers’ to deliver an outstanding webcast experience to everyone.”

The diagnostic tool, which audience members can run on their PC, Mac or Linux computers before a webcast begins, carries out an automated series of tests:

- Network “jitter”
- Bandwidth availability and quality
- Packet loss
- Latency
- Audio and video streaming capabilities
- Flash player version verification

MediaPlatform’s WebCaster software—available in browser-based and on-premises options—enables enterprises and digital media producers 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. WebCaster supports multicast fusion on the Adobe Flash® platform with the world’s first Open Source Media Framework (OSMF) multicast player.

New Client Service Members to Handle Growing Client Base
MediaPlatform added two new professionals to its client service team to handle its ever growing client base. They are responsible for assuring a successful webcasting experience for clients from start to finish. They are also tasked with the design and testing of the audience-facing webcast templates, the most customizable in the industry.

About MediaPlatform, Inc.

MediaPlatform, Inc. 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. www.mediaplatform.com  www.twitter.com/webcaster

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