



MediaPlatform®  
Bridge



Remote  
Presenters



Cloud Based



Auto-Archives

## MediaPlatform® Bridge – Harness Video Conferencing Investments as a Source for Live Webcasts

*Allows Admins to Add Multiple Live Video Presenters without Technical Assistance*

MediaPlatform® Bridge is an intuitive, cloud-based solution that lets admins enhance live events by allowing remote presenters to join webcasts using mainstream video conferencing tools. Bridge converts video from any SIP-based video conferencing endpoint or bridge, including those from leading providers such as Cisco, Polycom, Zoom and Pexip, into a premium source for live webcasts.

Bridge lets webcast admins increase interest and registration for live events by making it exceptionally convenient for coveted speakers - such as industry analysts, bellwether customers and technology gurus - to join from their home offices, rather than travel to studios or take on complex camera/encoder set ups.

### Key applications include:

- Bringing in regional speakers to enhance the community and camaraderie of company-wide all hands meetings;
- Adding customers, analysts or third-party experts as a registration draw for marketing webinars;
- Expanding the audience for virtual meetings to massive online audiences via integration with Webcaster webcasts;
- Providing a simple, high-quality capture option for subject matter experts to enhance knowledge transfer and sharing

## Features and Benefits

**VC to Streaming Conversion** – Bridge converts any SIP-based source into an RTMP stream for Webcaster.

**Expand VC Utilization** – Bridge adds new utility to existing video conferencing hardware, including Cisco and Polycom, or software systems like Vidyo, Lifesize or Blue Jeans by converting them into webcast sources.

**Cloud-based Convenience** – Bridge was built for the cloud and is compatible with pure SaaS, hybrid SaaS or on-premises Webcaster deployments.

**Auto Webcast Archive** – Webcasts using Bridge are automatically archived in Webcaster for later replay and sharing, all using the same URL as live events.

### Deployment Options

Cloud	Software application
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### Licensing

1 SIP + 1 Redundancy - One concurrent live event.	Annual fee
3 SIP + 3 SIP Connections - Three concurrent live events, primary and backup connections.	Annual fee
6 SIP + 6 SIP Connections - Six concurrent live events, primary and backup connections.	Annual fee
1 VMR - Pexip room featuring Skype for Business support. One concurrent live event.	Annual fee
3 VMRs - Pexip room featuring Skype for Business support. Three concurrent live events.	Annual fee
3 VMRs - Pexip room featuring Skype for Business support. Six concurrent live events	Annual fee

### Product Specifications

Bridge is a cloud-based video transcoding engine that serves as a SIP-RTMP gateway that allows SIP-based video conferencing systems, MCUs and VCUs to connect to MediaPlatform Webcaster events. In this way, multiple live, remote presenters can become part of a live webcast, using their video conferencing endpoints or bridges as a live video source.