

## Some of the largest software and technology companies turn to Multicast for turnkey Internet video solutions.

Technology is your business—digital media is ours. Multicast can empower your organization to exceed the high expectations of even your most technologically savvy customers.

Every organization needs a reliable digital media platform. If you are a technology company, however, your expectations go way up. Live Internet broadcasting, pay media solutions, interactive VOD libraries... the world expects your media to work flawlessly. But online media is not your core business, and you don't want to spend the time or the resources on reinventing the wheel. That's why some of the largest software and technology companies turn to Multicast for turnkey Internet video solutions.

The power of integrated video has never been easier to create and deploy with our powerful suite of tools and our world-class delivery platform. Video is the most powerful communication tool available today to reach your audience and differentiate you from your competition.

*"The integration of online video into web-centric communication strategies is no longer an emerging novelty, but a vital competitive differentiator. Regardless of industry or business sector, integrated online video strategies clearly and concisely communicate with today's busy demanding audiences."*

*—Lou Schwartz, CEO, Multicast*

Whether your digital media strategy includes sales and marketing presentations, product launches, user-generated content portals, or employee training, Multicast empowers software and technology companies with a turnkey online media solution that delivers on the promise of Internet broadcasting: ROI. Leveraging Multicast's best-of-breed live Internet broadcasting appliances, VOD platform APIs, and our digital media conversion services, software and technology companies can deliver compelling live and VOD video solutions at the fraction of the cost of other alternatives.

## Features & Benefits

**Visibility**—Compelling online video will help company stand out in a congested and competitive marketplace.

**Increase Revenue**—Online video helps you to showcase your company's products and services which means timely information, faster purchases, and new revenue.

**Self-Service Solutions**—Multicast offers a suite of self-service online video solutions, helping you to quickly and easily deliver compelling information to a global marketplace.

**Fully-Managed Services**—Multicast offers a team of online video specialists who augment existing staff in order to quickly and cost-effectively design, implement and support online video strategies.

**Reliability**—Our global content delivery infrastructure, backed by Akamai, is comprised of over 20,000 servers in 70 countries, ensuring "always on" broadcast-quality delivery of your online media.

**Support**—Our highly trained technical staff is available twenty-four hours a day, seven days a week for monitoring and technical support services.

**Adaptability**—Multicast's suite of products, services and delivery platforms are configurable to meet even the most demanding online video requirements.

**Affordability**—Online video communication is the most effective way to advertise and reach prospective customers all over the world.

**Data & Analytics**—Multicast's reporting and analytics tools provide you with the power to track and monitor the viewing habits of your online audience.



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Our professional services and support teams will work with you from the beginning in order to ensure your success. Combine this with low-cost streaming and storage services powered by Akamai, and we deliver a turnkey solution that is feature-rich and affordable. Call us today and get started. It's easy.

**About Multicast Media Technologies, Inc.**

Founded in 2000, Multicast Media Technologies, Inc. is a leading provider of Internet broadcast products and services. Multicast powers online channels for targeted audiences by offering an integrated system for the management and monetization of digital content, program scheduling, and interactive audio/video broadcast services on behalf of more than 700 organizations around the world. Multicast provides the only complete online media solution for the deployment of linear, live and on-demand interactive media channels. Multicast is a privately-held company headquartered in Atlanta. For more information, please visit [www.multicastmedia.com](http://www.multicastmedia.com).

