

You're on. Now and later. Affordably. With Multicast Media Suite's Live module.

Live events of all types—meetings, conferences, training sessions, corporate updates and other presentations—are exciting and often very effective. But, done in traditional ways they can be time-consuming, stressful and, when all the costs are counted, very expensive.

Historically, there are few good alternatives. So, many meeting leaders fall back to conference calls with PowerPoint slides, despite the scheduling hassles, the risks of not holding their audience's attention well, and technical issues. And, event and conference hosts pass on opportunities to reach a broader audience and to improve their ROI.

Live video broadcasts improve audience engagement and deliver messages more effectively, but many people avoid them because there are so many technical details to get right, from capturing the presentation to providing a high quality viewing experience. Live broadcasts are even more daunting when other elements such as slides, calls to action and related materials are added to the mix. And, associated costs, such as satellite transmission to reach global audiences, have further limited the use of live video.

Now, there's a great new option.

Now, Multicast® takes the hassle out of live presentations via the Multicast Media Suite Live module. Via close integration with the rest of Multicast Media Suite, it provides you with an end-to-end solution for high quality live event streaming and then on demand replay and re-use of your presentation or event.

An integrated solution for streaming, managing and re-using live presentations

Live event broadcasts are a fast, powerful way to communicate with colleagues, clients, partners and other audiences, wherever they are. Multicast Media Suite's Live module takes the hassle out of live event broadcasts and makes them affordable, too. It is a great way to make points powerfully, engage audiences and serve distributed communities. Combined with the rest of the Multicast Media Suite, the Live module provides you with a fast, easy, reliable way to deliver high quality video, audio and multimedia content the first time and every time.

The Live module delivers end-to-end integration from video capture technology through player. Whether your live broadcast is a video, audio or multimedia presentation, with this integrated solution for streaming, managing and re-using your live presentations you can be confident that your message or event will reach its intended audience in a way that makes you look good.

The Live module leverages the power of the Multicast Media Suite for all of its on demand media preparation, management, delivery, presentation and reporting capabilities. By offering a presentation or event on demand, you can overcome scheduling hassles and make it available to people who weren't even part of your team on the event date.

Multicast clients, organizations of all types and sizes, will publish 50,000 live events in 2009—events that will be viewed and listened to live by over 70 million people and eventually seen by more than 250 million people. Used by technical and non-technical professionals, the Live module is a proven way to successfully publish live events of all types. It:

- Enables the presenter to preview the live video feed, see the video and slide the viewers see during the event, and to preview upcoming slides
- Integrates closely with Multicast Live Encoder and with Adobe® Flash® Media Encoder, seamlessly connecting from capture to player
- Provides live event template options that fit your presentation needs whether you are delivering a video, audio or multimedia presentation

(continued)

For more information

For more details about the Live module, call +1 (877) 664-6137



- Enables brand-building during your event via player customization, including the use of color, images, calls to action and links to related information
- Makes it easy to embed your player into a web site by automatically generating the needed code—just copy and paste
- Offers security options based on geographic location, IP addresses and access key distribution
- Simplifies post-event workflow, and media storage, management and re-use by placing finished content from Multicast Live Encoder into Multicast Media Suite’s Media Bin
- Leverages Multicast Media Suite for live and on demand event reporting

Choose the Live module and you can concentrate on your message; we’ll handle all the technical details and deliver a broadcast experience that makes you look good. And, we’ll make it easy for you to realize even more value from your presentation or event after it is done.

To learn how Multicast can help you make the most of your live presentations and events, contact us today.

Live Event Options

FUNCTION/FEATURE	BENEFIT
Live Event Streaming	High-quality live streaming of video, audio and multimedia broadcasts via the Internet enables fast delivery of key messages and engages audiences anywhere, lowering event costs, travel costs and transmission costs compared to traditional alternatives.
Video and Audio Capture Integration	Simplifies live event broadcasting via seamless integration with Multicast Live Encoder or Adobe Flash Media Encoder.
Fast, Simple Event Setup	Anyone can set-up a live presentation event using the familiar Multicast Media Suite interface. The first step is to give your presentation a name, and optionally to describe it and associate metadata with it. You then, identify the event stream, select a player template and schedule the event. Confirm that information, and you’ve got a live project. It’s that easy.
Player Selection and Customization	Put your best foot forward with your viewers by choosing from players designed for video, audio and multimedia live events. Live video is delivered in the industry-leading Flash format with support for delivery in multiple bit rates. Player options including adjustable window sizing, full-screen mode, emailable notes, links to related content, and brand support via pre-roll videos, images that can be calls to action, colors and fonts.
Presentation Control Screen	Presenters can stay focused on their content via a screen that enables previews of the live event stream, shows them the video and slide their audience sees, provides previews of upcoming slides and makes selecting a slide, even if it is not due up next, easy. Slides can be operated by the presenter or by someone on a different computer.
Presentation Options	Easily manage the details via presentation options including a clock that counts down to your event, an easily customized event curtain and a buffer/delay.
Security Options	Limit your content to your intended audience by including or excluding viewers or listeners based on geographic location or IP address or via an access key you distribute.
Simplified Archiving and Transition to On Demand	You can easily make your presentation available to those who didn’t see it if you use Multicast Live Encoder. After your event is done your asset is archived and loaded into Multicast Media Suite’s Media Bin for on demand use of all types. There you can synchronize slide timing, add additional media to the presentation, create chapters for fast access by topic, and more.
Reporting	Review key statistics using the familiar Dashboard. Get information on viewership, including number of viewers, views by country and state, hourly views, and more.
24 x 365 Support From Video Experts	Enjoy 24 x 365 technical support and event monitoring from Multicast’s in-house team of video experts who have worked with over 1,000 clients of all types and sizes around the globe. Experts are available live, not just via e-mail, so you get the help you need when you need it.

