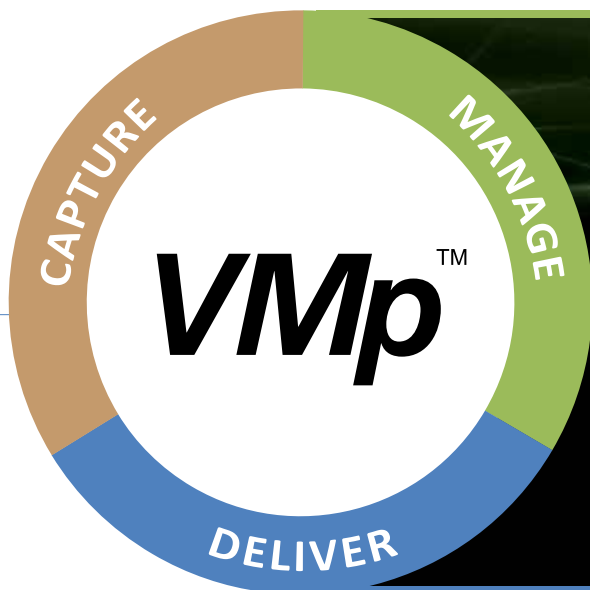


ViewCast Media Platform

Overview



Powering the Future of Digital Media

Digital media is changing the way we conduct business, communicate and entertain. ViewCast Media Platform (VMp™) is a comprehensive solution that captures, manages and delivers your digital media to help you drive value in today's digital media marketplace.



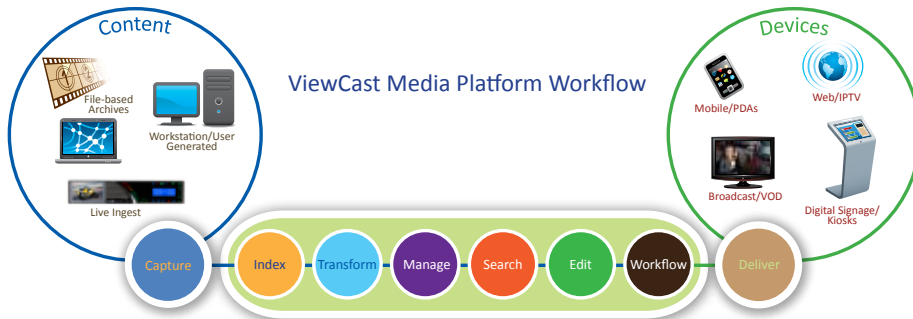


ViewCast Media Platform - VMp™

Complete video life cycle management

Organizations across all industries are finding new ways to create value by leveraging the power of digital media. ViewCast's VMp solution provides a universal platform for collecting, managing, sharing, and publishing media content to help you leverage that power. How? By providing the basic functions you need to manage the entire life cycle of your digital media — from the time it's created through final delivery.

Not only can VMp streamline and automate even the most complex production processes, but it also enhances collaboration and maximizes efficiencies across your enterprise. Build new audiences and engage with customers like never before by delivering IP video to all three screens (*TV, Internet and mobile*), build brand equity by going viral, train and communicate among distributed workforces more effectively, collapse media production cycles and reduce time to market.



File Types



A single platform for all your media needs

Today, many organizations meet their business video objectives using multiple niche solutions: digital asset management (*DAM*) for production, video on demand (*VOD*) systems for training, enterprise video communication (*EVC*) systems for mass communication as well as on-line video publishing systems for outbound communications. As a result, organizations struggle with multiple, disparate repositories, applications and computing platforms that are difficult to support.

With the available modules – Live, Portal and Production – VMp includes comprehensive support for live video sources and events as well as archived or on-demand content.

No other solution offers the breadth and depth of capabilities to harness the power of digital media. *continued on page 6*



VMp Capabilities

Our VMp digital media solution is a common framework that addresses all your digital media life cycle needs – live and archived video, graphic and document content – no matter what your application, VMp provides the following capabilities:

Capture – Easily ingest content from other applications and processes.

Transform – Convert your assets to any number of other formats while maintaining the original.

Index – Extract embedded metadata and automatically look up data from other structured data sources.

Manage – Ensure long-term security, accuracy and availability of your valuable digital media content.

A single platform for all your media needs - *continued*

You no longer need to invest in multiple systems from multiple vendors to meet your needs. *VMp*'s media management capabilities are highly scalable and can support the needs of any size enterprise. And, by combining ViewCast's industry-leading Osprey® and Niagara® IP video encoding solutions with the capabilities of *VMp*, we've created the most comprehensive solution available for building audiences and creating new revenue streams in today's IP centric digital media marketplace.

Unlike other media management solutions, *VMp* accommodates a wide variety of media content types, including Microsoft® Office documents, Adobe® Acrobat® PDF files and still image files, in addition to audio and video media. The power of *VMp* can be accessed through a robust web services application programming interface (*API*).



Choose the right module for the job

VMp Portal

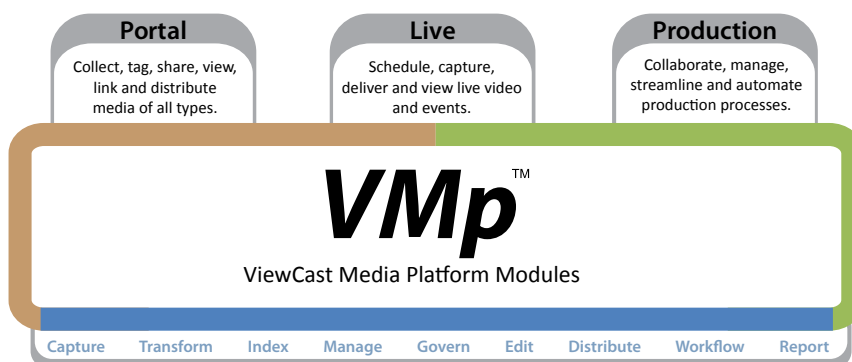
- Collect, share, view and distribute digital media content easily throughout the enterprise.
- A YouTube™-style user interface lets you upload, tag, manage, search, share and view all your audio, video, images and multimedia content.
- Publish or syndicate content to other systems as well as corporate Web sites.

VMp Live

- Schedule, capture and deliver live video to viewers anywhere on the network.
- Manage and operate any number of video encoders while centralizing and automating basic tasks such as start/stop encoding, assign encoding profiles and recording feeds.
- *VMp* Live is also available configured on an independent server.

VMp Production

- Collaborate, manage, streamline and automate production processes.
- Accommodates a wide variety of media content types, including Microsoft® Office documents, Adobe® Acrobat® PDF files and still image files, in addition to audio and video media.
- Improve workflow business processes while reducing production costs.



Govern – Grant access to approved content only to designated authorized users.

Edit – Easily edit and repurpose assets using a standard web browser interface.

Distribute – Deliver content to your audience, wherever that audience happens to be.

Workflow – Streamline and automate your production and delivery processes using a graphical process modeler.

Report – Know precisely what content is contributed, edited, viewed, updated and deleted by whom and when.



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US / Canada 800.250.6622
Europe / Middle East / Africa +44 1256 345610
Asia / Pacific +852 2251 8778



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