

THE NEXT GENERATION OF ONLINE VIDEO

The FeedRoom introduced a revolutionary broadband news portal in 1999, and since then has continued to lead the online video market. Some of the biggest names in media, the Fortune 500, and government partner with The FeedRoom to deliver ground breaking video solutions, both live and on-demand.

Online video usage is growing exponentially as both home and work lives become increasingly digitized. Even though a vast majority of these video experiences occur on entertainment and news sites, online video isn't just for entertainment anymore – it's for communication.

ENABLING THE EVOLUTION

As a result, video is becoming integrated into virtually every form of online communication.

The FeedRoom 4.0 Enterprise Video Platform (EVP) is designed to address this evolution and enable the transformation of the key communications departments of any organization.

KEY FEATURES

- Modular architecture support makes it easy to add future functionality
- A standalone transcode service with UGC support makes it simple to encode video, and scale with your community
- Robust content management services take the headache out of managing your business assets
- Lightweight, flexible video players make it easy to put your video content wherever you need to, and still stay on brand



KEY BENEFITS

- Deliver your message using the best online medium – video
- Extend your reach with cost-effective methods such as viral sharing, UGC support and targeted marketing campaigns
- Benefit from the experience of working with the web video pioneers
- Integrate your existing enterprise applications with FeedRoom 4.0 EVP to streamline your workflow

A LOOK UNDER THE HOOD

The FeedRoom 4.0 EVP incorporates next generation technology and a decade of online video experience. It leverages a Service Oriented Architecture (SOA) to offer a scalable, extensible and flexible system for managing all enterprise video content. At the same time, it provides ease of integration with existing systems including CMS and ECM platforms, storage and distribution systems, network security standards, and reporting and analytics solutions.

“...The FeedRoom has been our strategic partner in online video for the past 5 years, helping us deliver our unique video to key audiences around the world, both live and on-demand. Their 4.0 Platform further demonstrates the company’s leadership in this fast changing industry, and we are eager to take advantage of this powerful new feature set...”

— Brian Natwick, General Manager, The Pentagon Channel

In short, FeedRoom 4.0 EVP has the key components and functionality you expect from an enterprise software platform:

- On the back end, the media management and service platform, **ContentCore** is the central content repository for the 4.0 EVP.
- On the front end, publishers use the **Studio** dashboard to manage **ContentCore**. Built in Adobe Flex with an easy-to-use flexible user interface, **Studio let’s you put video content management into the hands of anyone in your organization.**



FeedRoom 4.0 EVP puts you in control of every step in the online video process

OTHER KEY COMPONENTS OF FEEDROOM 4.0 EVP:

- **Really Simple Upload (RSU)** — A fully customizable environment for User Generated Content (UGC) initiatives or other specialized content contribution workflows. **RSU** includes a clean and simple web interface, and a **web services application programming interface (API)** for customization, all built on a robust transcoding infrastructure.
- **PlayerBuilder** — An easy-to-use tool for designing, deploying and managing your video players.
- **FeedRoom Access** — A suite of fully 508-compliant interfaces which insure that your video content adheres to the same accessibility standards as the rest of your content.

SUMMARY

The FeedRoom 4.0 Enterprise Video Platform gives you the power, speed, and flexibility to deliver the next generation of online video communications.

Experience FeedRoom 4.0 Today

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