



DELIVER YOUR CRITICAL MESSAGES TO CRITICAL AUDIENCES

Direct, unfiltered online video is quickly becoming a primary medium to reach internal and external audiences. If your online content is limited to short, outdated MP3 streaming or low quality video clips, it's time to modernize. The FeedRoom, pioneers of web video, will enable you to effectively deliver critical messages to your constituencies, while cutting IT-related costs and improving productivity. You'll have a unified, branded user experience and multiple delivery options, including a specialized player for people with disabilities.

SOLUTION OVERVIEW

Overcome your communication challenges by harnessing the power of online video. Address public affairs situations, broadcast live events, offer web-based news, transmit alerts, provide crisis support, and conduct political campaigns and responder training. Online video is an ideal

communication solution for government agencies, NGOs, nonprofits, trade associations, political organizations, unions and lobbying groups because it is quick and cost-effective.

Our Software as a Service (SaaS) frees you from internal software maintenance and ongoing operation and support, thereby saving you money on infrastructure and resources. You also avoid the expense of costly satellite broadcasting, which can only be viewed at specific times and is not available for future viewing like on-demand video.

KEY BENEFITS

- *Deliver critical messages world-wide*
- *Communicate quickly and cost-effectively*
- *Transmit confidential materials securely*
- *Reduce internal IT expenses*
- *Increase productivity*

Reach your key internal and external audiences with message-focused, attention-grabbing content anytime, anywhere with high-quality live or on-demand video. Offer 24/7 programming for news, and transmit essential information during emergencies. Online video is also an ideal medium for fundraising, lobbying, and campaigning, and will ensure that remote departments and employees have access to compliance materials. And no one will miss out on your key information because we also offer FeedRoom Access, a specialized online video solution for people with disabilities.

MAKE SURE NO ONE IS DENIED ACCESS TO ONLINE VIDEO CONTENT

Section 508 of the Rehabilitation Act regulates the accessibility of electronic and information technology to people with disabilities. Many government agencies need to make their video offerings Section 508 compliant, and non-government agencies will also want to make their online video offerings universally accessible. By working with the FeedRoom, you can ensure that your online video offerings are universally accessible and comply with Section 508.

FeedRoom Access addresses the individual requirements of users with disabilities and special needs, including partial or poor vision, color blindness, deafness, and those limited to only keyboard or voice input. It includes patent pending technology that is compliant with Section 508, and provides an array of features designed to work with or without assistive technology (AT).

Two primary features of the solution are synchronous captions that can be displayed for individual videos, and an "Access Map" which provides an HTML representation of the video library with navigation comparable to that in the standard FeedRoom online video interface. Other features include transcript files for deaf users to read or for blind users to process while listening to accompanying audio, and compatibility with screen readers, alternative input devices and speech recognition technology for users with any type of disability.

SUMMARY

If you are a government agency, NGO, nonprofit, trade association, political organization, union or lobbying group, harness the power of online video to get your messages out to your key audiences. It is fast, cost-effective, and the fastest-growing online medium. We'll design your ultimate online video solution. We've already done it for the U.S. State Department, the Department of Defense, The Pentagon, the Department of Health and Human Services, the American Farm Bureau, The Humane Society, and others.

KEY FEATURES

- *The Download Manager allows off-line viewing of video and files, perfect for responder training and compliance materials*
- *Our specialized player, FeedRoom Access, makes your content accessible to people with disabilities*
- *Full-service reporting enables you to accurately review and analyze video traffic*

Get your critical messages out today - go to FeedRoom.com

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