

## LIVE GETS THE MESSAGE ACROSS - BETTER

The Internet is changing. Using online video to deliver important business information is widely recognized as an integral part of an effective communication strategy.

The thrill and immediacy of a message delivered live can strike an emotional chord in an audience that allows them to comprehend that message, better. What is the best way to send a live message? With FeedRoom Live Solutions.

- Do you need to deliver a message to a large audience immediately and efficiently?
  - » **FeedRoom Live Video Events** easily scales with your audience and distribution needs.
- Do you need to deliver a message with supporting information, and gather immediate feedback?
  - » **FeedRoom Live Video Webcasts** offers all of the tools you need to more effectively interact with your viewers.

The FeedRoom helped pioneer on-demand web video, and since then has delivered millions of live streams. FeedRoom Live Solutions takes web video to the next level: now you can communicate live messages, make them available for on-demand viewing, and choose between a broadcast model (one-way to a large audience) and a more interactive model (two-way with Q&A, polling, and surveys).

Best of all, you can take care of all of your live communication needs with one partner.

Live Video Events	Live Video Webcasts
Broadcast a live video message to a large audience, and then distribute it through email and embedding in websites	Present a live video message synchronized with information on slides, and interact with your audience
<b>Features</b> <ul style="list-style-type: none"> <li>• FeedRoom Live-Enabled Video Player</li> <li>• Archived version integrated into your existing FeedRoom library and made available for on-demand viewing</li> <li>• Reporting</li> <li>• Optional live event services - may include live event production, transmission, fiber and downlink acquisition, field and central encoding, live technical production support, asset (file) insertion, editing and VOD (video on demand) asset creation, and publishing</li> </ul>	<b>Features</b> <ul style="list-style-type: none"> <li>• User registration interface including email notification reminders</li> <li>• Interactive user and presenter's consoles</li> <li>• PowerPoint upload and synchronization with video</li> <li>• Q&amp;A capability</li> <li>• Polling interface</li> <li>• End of event survey form</li> <li>• Bandwidth testing</li> <li>• During and after webcast reporting</li> <li>• Archive made available for on-demand viewing</li> </ul>
<b>Benefits</b> <ul style="list-style-type: none"> <li>• Most affordable FeedRoom live video option</li> <li>• Integrates into the FeedRoom video library so you can offer your event on demand</li> <li>• Plays in current Live capable FeedRoom players so you don't have to purchase additional players</li> </ul>	<b>Benefits</b> <ul style="list-style-type: none"> <li>• Registration, synchronized slide presentation, and interactive features such as polling, surveys and Q&amp;A provide full interactivity with viewers</li> <li>• Robust reporting gives you detailed information about registrants and viewing activity</li> <li>• Automates the process of issuing CE credits</li> </ul>

## BUY ONLY WHAT YOU NEED

Worrying about your budget? Don't. You can buy events or webcasts in bundles as small as a few events. If your needs are greater, you can purchase larger bundles at volume discounts.

To save more money, you can choose a self-managed option. For Live Video Events, this means that you do all of your own encoding, and purchase a bundle that makes sense for you. For Live Video Webcasts, this means that you can run your own event management, and purchase events at a reduced rate. So, if you have the resources and expertise, The FeedRoom works with you to stretch your budget dollars even further.

## KEY BENEFITS

- *Powerful real-time communication tool*
- *Cost savings: replaces, or supplements costly satellite feeds*
- *Great efficiency: replaces or reduces face-to-face meetings and related travel expense*
- *Global reach: connect with your audience, large or small, worldwide, at their desktops*
- *Maximum flexibility: FeedRoom offers multiple signal acquisition options, including satellite, fiber and field encoding*
- *Proven Reliability: Our experienced live production services team has delivered thousands of successful live events*
- *Optional self-service options for further cost savings*



FeedRoom Live Video Events are delivered through the FeedRoom's industry leading live-enabled video players

## SUMMARY

Whether you want to simply stream a live event to a large audience, or provide live video along with supporting information and interactivity, you can partner with The FeedRoom to get it done right.

FeedRoom Live Video Events or Live Video Webcasts – which one will it be?

Take your video to the next level - go to [FeedRoom.com](http://FeedRoom.com)

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