



You're on. Now and Later. Affordably. With Multicast Live.

Live events of all types—meetings, conferences, training sessions, corporate updates and other presentations—are a powerful way to communicate with your audience. Done traditionally, in person live events can be time consuming, stressful and, when all the costs are counted, very expensive. And, Web events that are only PowerPoint presentations with voice-over don't make much of an impression. Multicast® Live™ takes these hassles out of live presentations, using high-quality video delivered in compelling ways, so you can reach more people effectively and more cost-effectively via the Internet and iPhone.

Combined with the complete, hosted Media Suite™ solution, Multicast Live offers a fast, easy and affordable way to deliver high quality videos, audios and rich media presentations to your target audience. It is an end-to-end, integrated process, so you can successfully prepare, publish, secure, save and monetize live streaming multimedia presentations and, for viewing after the event, on-demand content.

One-time and periodic live event broadcasts are an efficient and powerful way to communicate with colleagues, clients, partners and other audiences, wherever they are. With Multicast Live and our menu of expert support services that include real-time monitoring of your event, you are able to improve audience engagement and serve distributed communities—*all while delivering compelling messages.*

**To learn more visit us
at www.multicastmedia.com
or call us at +1 (877) 664-6137.**



The 2,300 organizations of all types and sizes that rely on Multicast will deliver more than 50,000 live events in 2009. With its experienced client management and 24 x 365 support team, Multicast is a proven way to successfully deliver your one-time and periodic live events and effectively communicate with your target audience.

Multicast's event and conferencing clients range from some of the largest companies in the world to leading exhibition services firms to associations, ministries, consultancies and small and medium size businesses. Companies rely on Multicast to deliver a branded, high-quality result because it is the only online video provider that offers a complete live and on-demand rich media solution for events and conferences—and the expertise and support you need to respond quickly if anything goes awry.

In addition to seamless workflow to prepare, publish, secure and save your live event, you get the specialized players and targeted communication tools you need for viewer engagement, sponsorship, calls to action, supplemental materials, on-demand access by topic, managed Q&A, and more.

The core capabilities of Multicast Live are:

Fast, Simple Setup

The integrated, user-friendly Multicast Media Suite interface makes creating projects, customizing players, and delivering rich media content fast and easy.

Player Selection and Customization

Put your best foot forward with your viewers by choosing from brand-able players specifically designed for video, audio and multimedia live events—and optionally select different players for on-demand playback.

Security Options

Limit your content to your intended audience by including or excluding viewers or listeners based on geographic location, IP address or an access key that you distribute.

Presentation Control

Presentation slides can be advanced by the presenter or by someone on a different computer so that presenters can stay focused on their delivery. The presentation can also be viewed before, during or after the live event.

Video and Audio Capture

Easily capture video and audio in the widely accepted, high-quality Adobe Flash format or Windows Media via Multicast's Live Encoder appliance and deliver streams in multiple bit rates. Satellite downlinks and other signal capture options are also available.

Delivery to PCs and iPhones

Multicast offers high-quality live streaming of video, audio and multimedia broadcasts over the Internet or to the iPhone via leading content delivery networks, which enables fast, reliable, high-quality delivery of key messages, even during viewing peak periods, and engages audiences anywhere, lowering event, travel and transmission costs compared to traditional alternatives.

Analytics

Gain a better understanding of your event's audience and subsequent on-demand viewing through key statistics about viewing audiences, popularity of videos and other metrics in the Analytics Dashboard.

Archiving and Transition to On Demand

After your event, you can easily archive and load your presentation into Multicast Media Suite for on demand use. Once loaded, you can adjust slide timing, add additional media to the presentation, create chapters for fast access by topic, change sponsorships and calls to action, and much more.

Expert Service and Support

Every Multicast live event is supported by a Client Manager, whose live event expertise improves your odds of success, and by 24 x 365 event monitoring and technical support via Multicast's in-house team of video experts. In addition, video engineers are available via on-site and on-call service options to provide even more extensive support.

Deliver effective updates and information to your distributed team. Extend the reach and lifespan of your event or conference. Increase revenue from sponsors and exhibitors. Provide a high-quality viewing experience. Realize a greater return on your investment. And move people to action.

All with Multicast Live.



**Be seen. Be heard. Be successful.
With Multicast Live.**