



Video Webcasting Over Your LAN and WAN

VBrick Enables Webcasting To Allow You To...

- Create executive-class webcasts that educate, motivate or persuade your audience
- Share your message with an unlimited audience without slowing your network down
- Easily combine live video, presentation materials and audience interaction in your webcasts
- Record, store and share your webcasts with point-and-click simplicity

VBrick Systems makes it easy to schedule, broadcast and record business-quality webcasts within your enterprise network, over the internet, or a combination of both. With VBrick, all you need to begin webcasting is a video camera, a network connection and your presentation.

This short guide will help you understand everything you need to know in order to begin webcasting with VBrick's simple solution.

FIVE QUESTIONS TO ASK BEFORE GETTING STARTED

This guide focuses on webcasting over local area networks (LAN) and wide area networks (WAN). LANS are networks limited within a specific geographic location, such as a corporate headquarters building or campus. They typically provide ample bandwidth between routers and switches, and among individual users.

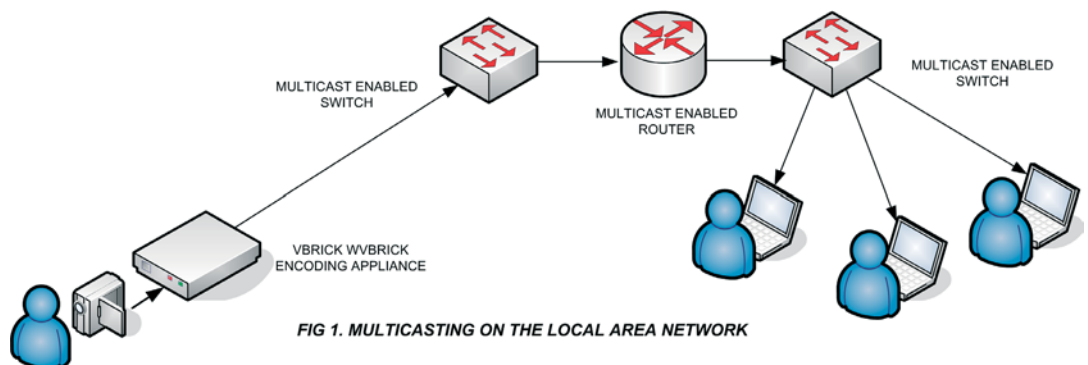
WANs, in contrast, interconnect LANs. For example, they may connect the LAN located on the corporate campus with individual LANs located in remote branch offices. WANs typically provide less bandwidth capacity than LANs, which is a consideration when designing a webcasting solution. VBrick solutions readily stream across LANs and WANs, as well as over the Internet. However, for the purpose of simplicity, we'll keep the focus of this guide on webcasting over the local and wide area network.

Question 1: Can your network deliver streaming video and presentation materials?

The underlying question is really whether your network has the bandwidth – or capacity – to handle streaming video. This shouldn't be a problem with VBrick's video streaming appliances. We designed our webcasting solution to stream over most networks with minimal impact on bandwidth.

Question 2: Does your network support multicast?

Put simply, multicast video allows a single stream to reach several viewers on your network. The alternative, unicast, distributes an individual stream to each viewer, which crowds the network with more data. In more practical terms, if your network supports and is configured for multicast, then you can begin streaming video and presentations to an unlimited number of viewers, and with minimal impact on bandwidth.



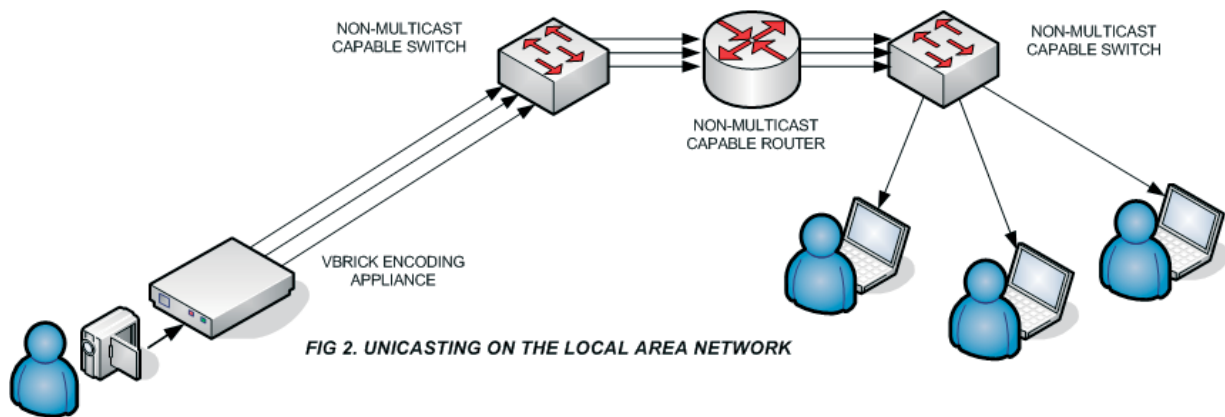
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If you are unsure whether or not your network is multicast-ready, contact your network vendor or contact VBrick's Professional Services organization to perform a readiness assessment.

To find out more about VBrick System's Professional Services, please visit our website at http://www.vbrick.com/support/prof_services.asp.

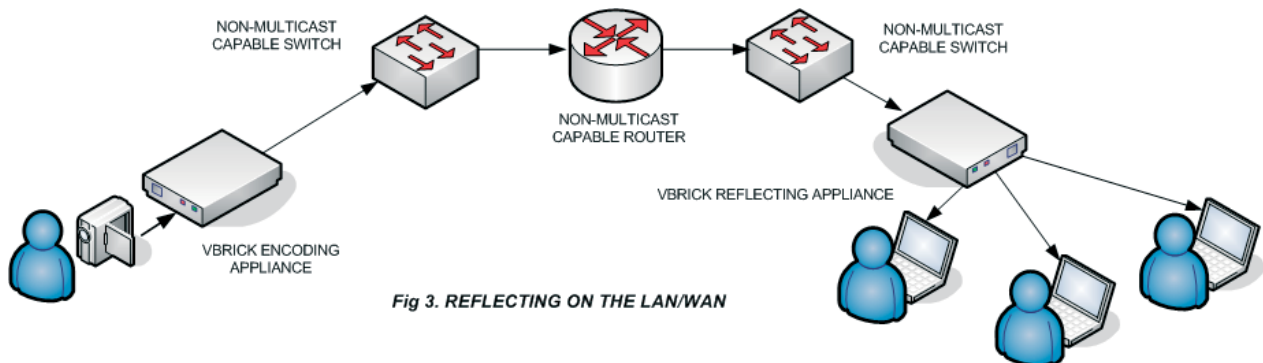
Question 3: What if you don't have a multicast capable network?

First, don't panic. VBrick's solution enables you to deliver content-rich webcasts over virtually any network. On LAN/WAN segments where multicasting is unavailable, VBrick's platform can stream video and presentation content via unicast. We just have some additional questions to ask your IT department.



Question 4: Does your network have more than one segment? If so, how many segments do you wish to webcast content to viewers, and how many potential viewers are there per segment?

In non-multicast capable networks, streaming video is delivered via unicast. Unicasting sends a separate stream to individual viewers over the network. If you are webcasting to 20 desktops on your network, then a unicast solution would send out 20 streams. It just uses up a bit more bandwidth than multicasting. If you are webcasting to a limited number of viewers or locations on your network, then you can send unicast streams directly from a VBrick encoding appliance. If you need to reach a higher number of viewers or network locations, then a VBrick reflecting appliance can distribute unicast streams across your network while minimizing the impact on your network backbone.





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Question 5: What else does my IT department need to know about VBrick's solution?

VBrick's award-winning appliance is at the heart of its webcasting solution. But the VBrick Enterprise Media System (VEMS) is the element that will be most familiar to you and your viewers. Integrating hardware and software, VEMS provides a highly reliable, scalable and easy-to-use solution that

- Broadcasts live or recorded video of the webcast presenter, along with their presentation
- Allows presenters to engage their audience in real-time using chat and interactive polling
- Records webcasts for on-demand viewing after the live event is over
- Distributes webcasts to a virtually unlimited audience without slowing down your network

VBrick's webcasting solution for the network consists of a few key components, including:

IP Video Encoders. These encoders capture audio and video and stream them over the network. These encoders require network connectivity in the area from which the webcast will be broadcast.

Servers. Depending on network configuration, VBrick will also provide at least two Windows® - based servers that will reside within your network infrastructure. We sell these servers in two versions:

1. As a hardware/software solution for turnkey deployment, or
2. As a software-only solution that you can deploy on your own hardware or virtual servers.

PC access. Most webcasts are going to be viewed on a computer screen. So, you need to ensure viewers can access the servers – and the streaming video – from their part of the network.

WHICH VBRICK PRODUCTS YOU WILL NEED TO BEGIN

VBrick's solutions can be explained by the five different activities that webcasting involves: Capture, Management, Record & Store, Transport and Playback.

Below are the VBrick products that make performing each activity a snap.

Capture

VBrick's Windows Media Appliance

VBrick's Windows® media appliance provides everything you need to begin a live webcast, except the camera and internet connection. Our appliance takes audio and video input from your camera, studio or other source and encodes it into Microsoft's Windows® Media format for easy transmission over your network.

Management

VBrick Enterprise Media System (VEMS)

VEMS is a server with a simple, point-and-click user interface to manage your content, users and viewer access.

Record & Store

VBrick Enterprise Media System (VEMS)

VBrick's VEMS solution also enables you to record two webcasts simultaneously, and distribute them to our video on-demand server for later viewing.

VBrick Windows® Media Video On-Demand Server (VOD-WM)

VBrick specifically built its VOD-WM server for to store and playback videos on-demand. It allows you to set up easy access for viewers who missed the live broadcast, or wish to review it at a later date.



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Optional

VBrick Network Video Recorder (NVR)

Our NVR allows you to simultaneously store up to 40 records per server, which you'll find useful if you schedule several webcasts and wish to simultaneously record more than two.

Transport

Your Network

For webcasting on your local area network you shouldn't need any additional network resources besides the VBrick components described. However, depending on your webcasting needs, you may wish to consider some of these options.

Optional

VBrick Windows Media Reflector Appliance

If you're webcasting to a large audience located on a non-multicast capable network, or your network is not multicast capable (like a WAN link), you should consider deploying a VBrick Reflector to minimize the impact of your webcast on network bandwidth. Usually placed at the edge of the network closest to webcast viewers, our Reflector locally redistributes a single video stream as multicast or unicast.

Optional

VBrick Distribution Server

In large deployments involving thousands of simultaneous viewers, you can add a VBrick Distribution Server to handle the extra burden of delivering webcast materials.

Playback

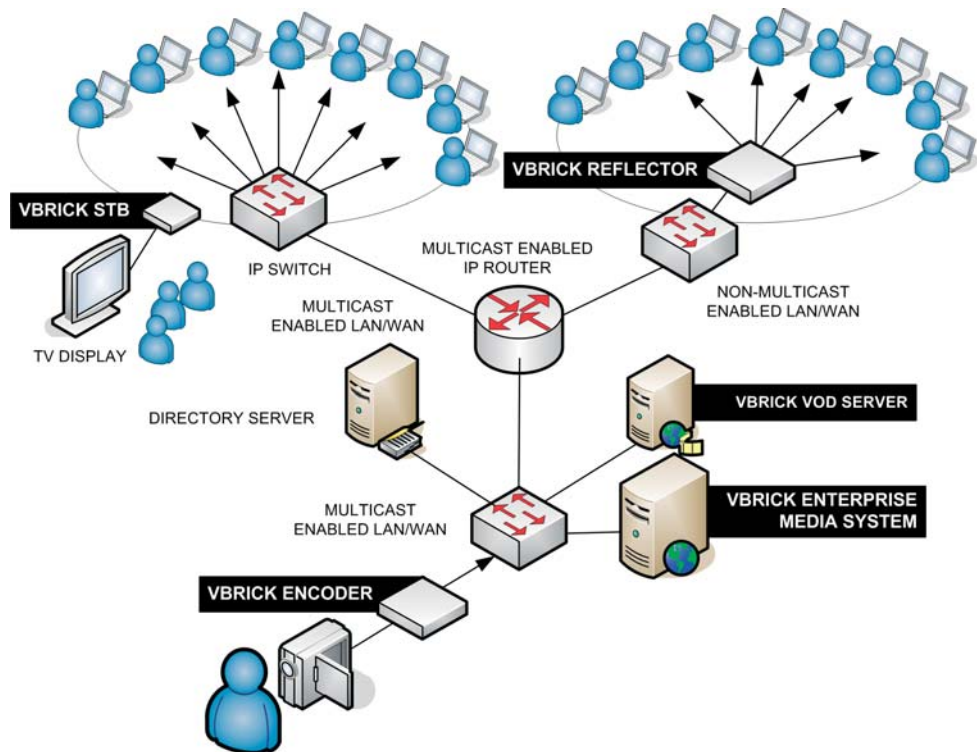
VBrick Enterprise Media System (VEMS)

VEMS provides an intuitive point-and-click viewing portal that enables your audience to easily find and watch live and on-demand webcasts, as well as non-webcast content you provide such as television programming, training videos, etc.

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BEGIN WEBCASTING!

VBrick designed its webcast solution to be extremely easy to set up, configure and use. We have described everything you need to know and consider before getting started. You have plugged your camera into a VBrick encoding appliance, and connected the appliance to an active network jack. After a simple point-and-click process to configure the appliance online, you are ready to begin webcasting. Below we describe what a typical webcast involves to illustrate just how simple VBrick's solution is.



Step 1: Using the VBrick Enterprise Media System, you schedule your webcast, upload your PowerPoint presentation and invite attendees – all with a few clicks of a mouse.

Step 2: Just before you are scheduled to begin, you can log into the VEMS Presenter Interface to make any last minute changes, invitations, or even upload a new presentation.

Step 3: Your attendees join the webcast by accessing the VEMS Viewing Portal on their computers – logging in via password if you chose to restrict access. Viewers can also download any additional materials that you have made available for them.

Step 4: VBrick's Encoding Appliance captures the live video from your camera or studio source, and streams it onto your network.

Step 5: You go LIVE! Your online audience is able to see and hear you on their computer screens, as well as view your presentation. While conducting your webcast, you can use the VEMS Presenter interface to switch slides, conduct polls, and view questions from the audience.

Step 6: When your webcast is finished, your recorded presentation is automatically published for on-demand viewing. Viewers, for whom you have provided access, can navigate to the on-demand server to download and view the webcast at their convenience.