

## Meeting & Event Broadcasts

The affordable, high-quality broadcast solution with room to grow

### Features at a Glance

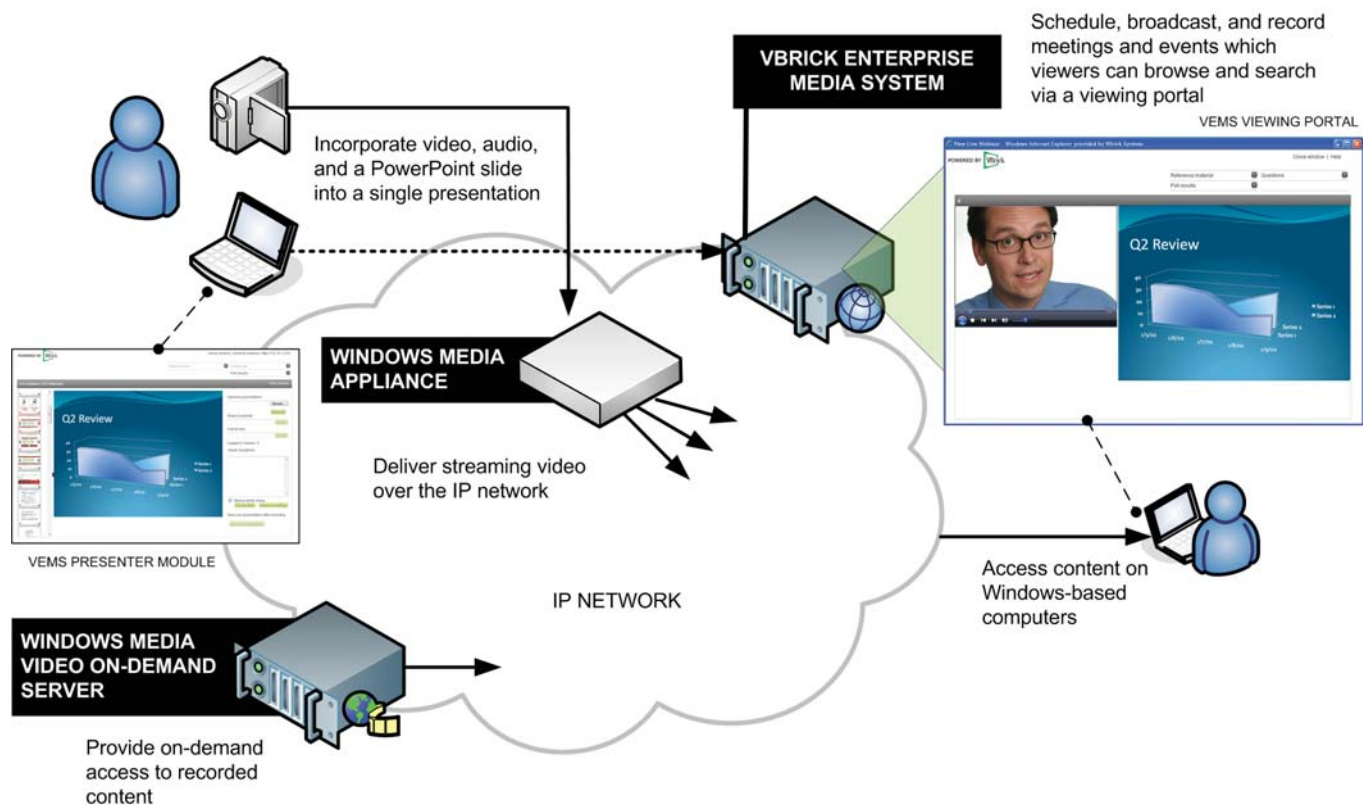
- Deliver live meeting and event broadcasts to a large audience on your network and across the Internet
- Make regular, ad hoc video communications throughout the enterprise a reality
- Give a presentation from virtually anywhere via the easy-to-use Web-based user interface
- Easily schedule webinars and invite participants
- Record live webcasts for on-demand viewing
- Integrate event broadcasts with other video applications within the enterprise such as digital signage and television distribution for a complete video communications experience.

In every enterprise, there are numerous meetings and events—executive announcements, product introductions, financial results conferences and webinars – that are targeted at a large audience and need to project consistent, high-impact messages. But until recently, scalable, affordable options for timely and regular broadcasts were scarce. Professionally produced event broadcasts were too expensive for regular use. And, internally produced events were either too taxing on staff resources, or were not reliable.

Now VBrick, the leader in enterprise IP video, offers the VBrick Meeting & Event Broadcasts solution. This affordable package of appliances and software provides everything you need to capture meetings and events and broadcast them directly to your employees, customers, dealer networks and shareholders on a regular basis – without a large team of dedicated support staff.

Just capture the meeting with a video camera and microphone. Enhance the presentation if you want, using PowerPoint and other visual aids. Then broadcast it over your IP network or the public Internet to everyone who needs to see it. You can even make your broadcasts available for on-demand viewing at any time.

### How it Works



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### Getting Started with Meeting & Event Broadcasts

This solution bundle includes all of the proven and reliable products you need to build a scalable, meeting and event broadcasts solution for your enterprise.

Here is a look at the five elements that make up the VBrick Meeting & Event Broadcasts solution.

#### 1. Capture

VBrick's award-winning Windows Media appliance captures your audio and video and encodes it into a format that can be easily transmitted over your IP network to a variety of viewing devices, including PCs, laptops and mobile devices such as Droid-based smartphones, iPhones/iPads and BlackBerries. The VBrick appliance can adjust video quality appropriately for each user device, for a smooth user experience. The captured event broadcast may also be combined with other visual output, such as PowerPoints, photos and other video sources, to create an even richer experience.

#### 2. Manage

VBrick makes it easy to control and access broadcast events with the VBrick Enterprise Media System (VEMS). It broadcasts live video of a webcast presenter along with their presentation and lets the presenter engage the audience in real-time using chat and interactive polling. You can also record events and make them available for later viewing on-demand, thanks to the VBrick Video On-Demand (VOD) server.

VEMS gives you control over who can see what content, and it integrates into your organization's LDAP or Active Directory scheme to make user and group management simple. And with VEMS, you have the foundation for building a larger Video Communication framework.

#### 3. Transport

The VBrick solution can deliver meeting and event broadcasts over large and varied IP networks. This efficient and scalable transport solution incorporates features such as reflecting of video streams and local distribution of video at branch offices, allowing broadcasts to be distributed to a virtually unlimited audience while minimizing the impact on your IP network.

#### 4. Record & Store

Live webcasts are only part of the VBrick Meeting & Event Broadcasts solution. Users can also easily record their broadcasts for future playback from the Windows Media Video On-Demand server. Viewers who are unavailable for the live broadcast can watch it at their convenience at any time.

#### 5. Playback

The VEMS Presentation Module takes playback to a new level. An easy-to-use web-based viewing portal can be accessed from just about anywhere. It even allows viewers to ask the presenter questions during live broadcasts and download relevant documents. Whether a "road warrior" territory manager is viewing the new product launch, headquarters personnel are watching the CEO broadcast in the company cafeteria, or prospective customers are learning about the latest products, VBrick maximizes the impact for every viewer.



VEMS Viewing Portal

### Why choose VBrick?

VBrick is the leader in enterprise IP video, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. Our solutions work over standard IP networks and the Internet to enable the easy, cost-effective creation, publishing and distribution of rich media content wherever it's needed.

#### The Foundation of an overall Video Communication Strategy

The VBrick Meeting & Event Broadcasts solution VBrick provides the foundation for a comprehensive video communication strategy that includes digital signage, IPTV, and on-demand streaming--all under one scalable system that can integrate with Microsoft SharePoint and OCS/Lync.

For more information about how VBrick can help you create, broadcast and view meetings and events across your enterprise, please visit [www.vbrick.com](http://www.vbrick.com)

### Case Study: Putnam Investments

Using VBrick, Putnam saves nearly \$20,000 per meeting on production and transmission costs by leveraging its existing television studio and network infrastructure to broadcast all of its company-wide communications. This has enabled Putnam to lower costs, increase their ability to broadcast more meetings, and reach even more people within their organization.