

# Videoconference + Interactive Broadcast

## Key Features

### Extend Your Videoconferencing System

- Any videoconferencing (VC) end-point can easily become a broadcast studio for originating video broadcasts.
- Interactive elements such as polling, Q&A and guided web browsing for non-VC participants.
- Distributes videoconferencing as a stream to desktops and non-VC enabled displays anywhere within a network.

### Supports Tandberg Content Server (TCS)

- Pulls and reflects streams from the TCS directly to the network and to key distribution points.
- Standard definition and high definition.
- If you don't have a TCS, certain VC endpoints can be connected directly to a VBrick encoder.

### High Scalability/High Capacity

- Transport and distribution solutions ensure delivery over low-bandwidth WAN pipes to very large audiences.
- Unlimited scalability - Easily supports tens of thousands of users.

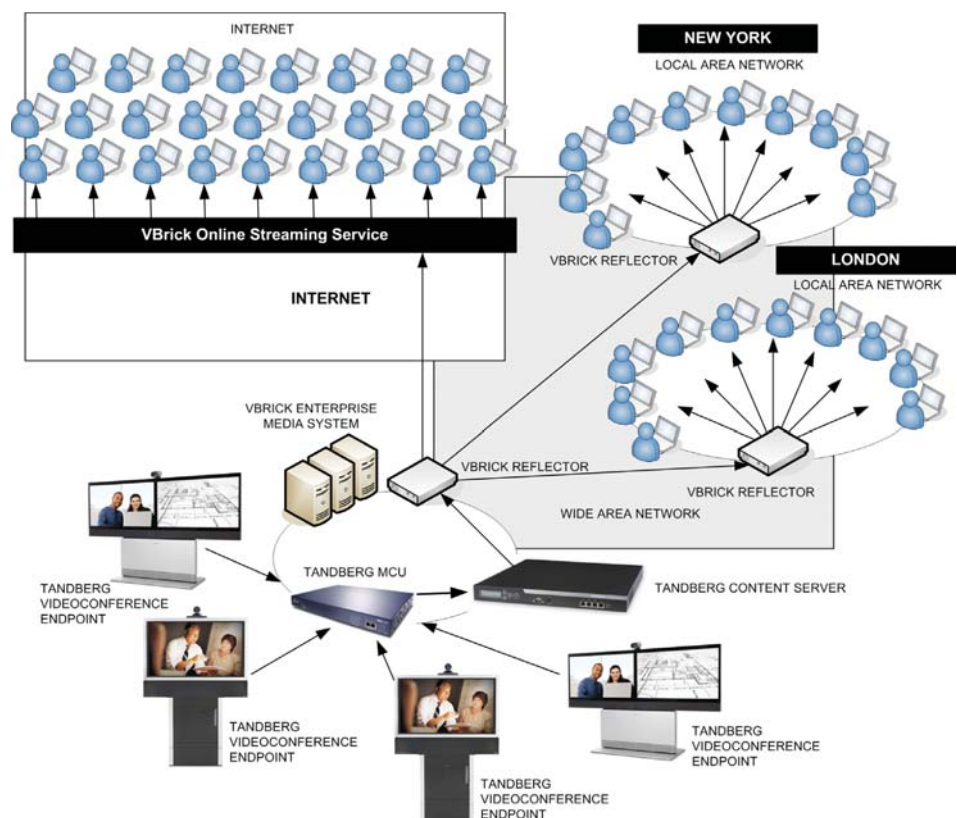
### Management & Control

- User-friendly viewing portal.
- Scheduled broadcasts and recordings.
- Intelligent video networking.
- Integrates seamlessly with LDAP/Active Directory.

## Extending Videoconferencing

You have an important announcement to make to 100 people. Twenty people will be connected via videoconference but you need to connect 80 more. They don't have access to videoconferencing equipment, or their network and videoconferencing infrastructure restricts their participation. You also want them to view the videoconference and to ask questions. Interactive Broadcasts allows any number of viewers to be invited to view a videoconference and provide feedback via integrated chat-back tools.

## How it Works



## Videoconference + Interactive Broadcast

### Qualifying Questions

- Do you often have meetings that are too large for an effective two-way session?
- Do you have limitations within your existing videoconferencing and network infrastructure to reach a larger audience?
- Do you have a group of executives, subject matter experts, and other professionals within your organization that need to deliver real-time information to a large audience?
- Would you like to leverage your existing videoconferencing and network infrastructure to reach that audience?

### Why Buy a VBrick Solution?

#### Enterprise-Class Video Distribution

- Acknowledged market leader in enterprise IP Video solutions.
- Purpose-built hardware for distributing streaming video.
- Unlimited scaling potential.
- LDAP, AD and SSL support keeps streamed assets secure.
- Automatic recovery in the event of a network interruption.

#### Great Network Citizen

- Distribution solutions efficiently deliver content to the network edge, conserving WAN bandwidth and maximizing viewer participation.

#### Flexible

- Schedule broadcasts and recordings.
- Live viewing and on-demand playback.
- Not just for webinars – easily distribute television programming or digitize and store your existing VHS and DVD's for online delivery.

### Key Differentiators

#### VS. Traditional Cable Distribution

Cable infrastructure requires separate cabling, head-ends and maintenance, and its reach is limited to where the cabling is located. IP Video utilizes the existing network infrastructure – extending reach to PCs, wireless devices and the Internet. A traditional cable distribution system can be upwards of 30% more cost and still not reach everyone you desire.

#### VS. Satellite Distribution

The cost of a single satellite-based event could be as expensive as an entire IP Video solution and still limit the number of viewers.

#### VS. Other IP Video Vendors

VBrick provides the only comprehensive turnkey solution for distributing content to a large audience -- over the most challenging network environments. This translates into unmatched reliability and scalability.