



Webcasting Over the Internet

Key Features

Extend Your Videoconferencing System

- Any videoconferencing end-point easily becomes a broadcast studio for originating webcasts over the Internet.

Supports RSS 2000 & 4000

- Pulls and reflects streams from the RSS directly to the VBrick Online Streaming Service and to viewers anywhere on the Internet.
- If you don't have an RSS, certain Polycom endpoints can be connected directly to a VBrick encoder.

Managed and Hosted Solution

- The VBrick Online Streaming Service remotely manages the VBrick equipment on premises.
- Hosted online management and storage.
- Integrated into the World's largest content delivery network.
- Easily record and deliver your webcasts live and on-demand.

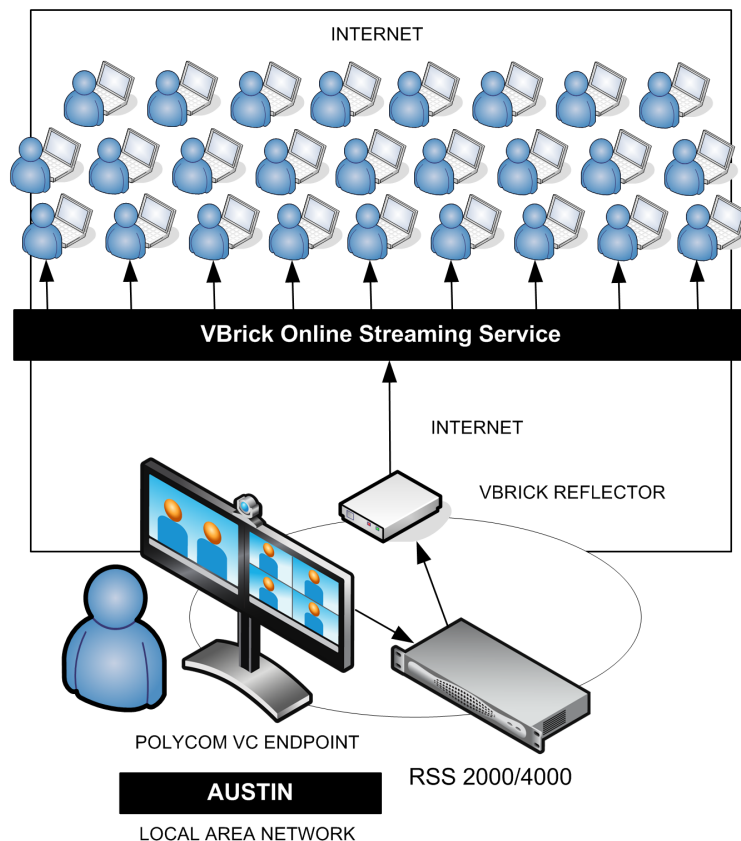
Syndication & Monetization

- Easily syndicate your content on your own website or other partner websites.
- Earn revenue by delivering your content as pay-per-view or with advertising support.

Beyond the Firewall

You are about to give an important announcement, launch a new product, or offer a new class. Your audience is on the Internet and you want to maintain complete control over how and to whom your message is delivered. A webcast using VBrick's Online Streaming Service is the answer, and fits perfectly within your videoconferencing solution. You can also maximize your reach by easily delivering your message on your own website but also the website of your partners. All without IT headaches.

How it Works



Qualifying Questions

- Do you need to communicate with a large base of employees, customers, partners, students or constituents?
- Do you need to broadcast your subject matter experts to hundreds or thousands of viewers— anywhere?
- Would you like to leverage your existing videoconferencing infrastructure to become broadcast studios for webcasts?
- Would you like to leverage the reach of webcasting without worrying about the impact to IT?
- Do you have valuable content that could generate revenue if you had an easy way to distribute and monetize that content?

Why Buy a VBrick Solution?

Behind and Beyond the Firewall

- Purpose-built hardware for encoding and reflecting video on a local area network and the Internet.
- Automatic recovery in the event of a network interruption.
- Simultaneous delivery of streaming media on the local area network and the Internet.
- Expanded reach by using the Internet as your backbone.
- Tailored service.

Plug and Play Simplicity

- Managed Appliance – worry-free logical configuration and maintenance of customer equipment on-premises.
- Hosted Service – storage, bandwidth, and management available in the cloud. No IT headaches.
- Cut & Paste Players – Easily add players to your website and partner sites.

Key Differentiators

VS. Print Media Methods

Print media is not the timeliest way to get real-time information to employees, partners and customers. Using streaming media over the Internet allows almost instantaneous access to your viewers.

VS. Satellite/Television Distribution

The cost of a single satellite-based event could be as expensive as webcasting over the Internet for an entire year, and still not reach everyone you wanted. Internet distribution also has a much greater reach than traditional television.

VS. Other IP Video Vendors

VBrick provides the most comprehensive turnkey solution for distributing content to a large audience. We accomplish this over the most challenging network environments. Combine this with our integration into the worlds largest content delivery network, and you get unmatched reliability and scalability.