

The webcasting platform for marketing communications

enterprise media studio

servecast

Whether you are explaining new product introductions to your channel or rolling-out collaterals to a global marketing team, Enterprise Media Studio is a software platform which enables you to harness the power of webcasting as part of the marketing communications process.

key features

Wizard driven content creation

Live and on demand events

Add polls, feedback forms and downloads

Create registration pages

Encryption and digital rights management

Detailed reporting and profiling

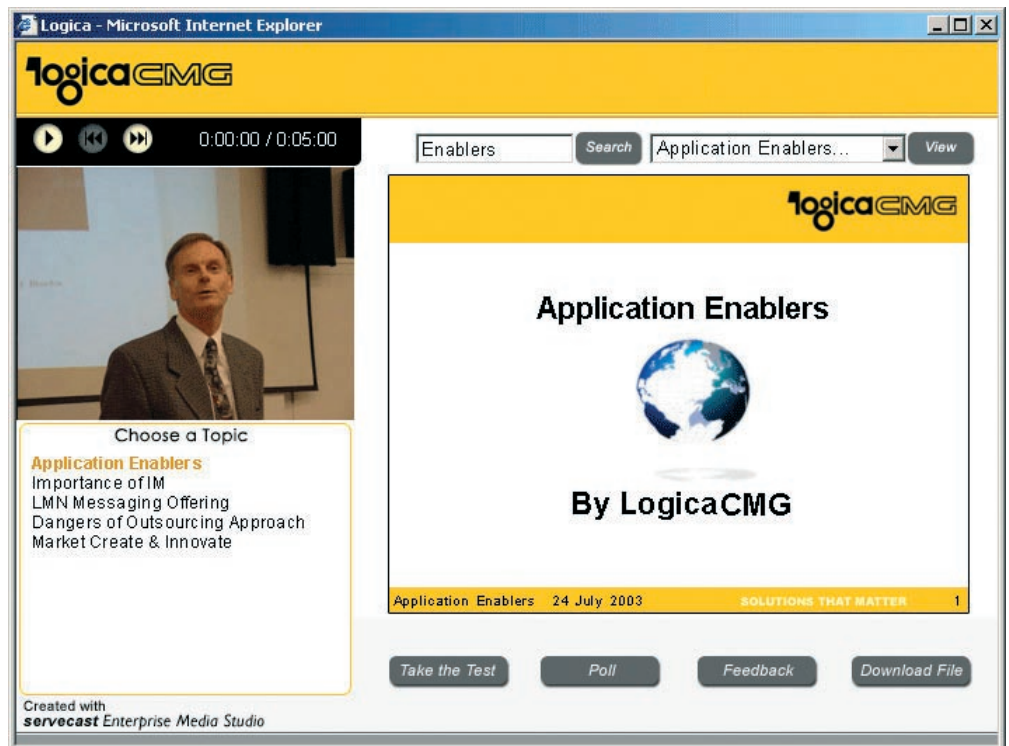
Advanced content management

Intranet and internet delivery

Authenticate against enterprise domain controllers

Event scheduling and e-mail notification

End user catalogue



It provides you with the tools to create professional broadcasts over your intranet or extranet in minutes, and you can deliver as many webcasts as you wish for one flat monthly fee. It's an end-to-end solution covering content creation, delivery, measurement and management.

Remove the need for third party service providers

Up to now, introducing webcasting as part of the marketing communications mix required enterprises to engage third party service providers on a per event basis. Enterprise Media Studio enables you to eliminate the cost and complexity of utilising these service providers and shortens the timescales required to organise your event.

Incorporating the intuitive authoring tools of Microsoft Producer, anyone can now build webcasts for internal and external audiences by capturing audio visual material, synchronising with PowerPoint

slides and then adding interactive elements such as polls or feedback forms.

This dramatically reduces the cost and production time of a webcast and makes it a viable alternative to delivering your marketing communications content via CD, video or printed media.

Transform the way you share knowledge internally and externally

By adopting webcasting as part of your communications mix, you can transform the way you share knowledge with dealers, distributors, partners or key customers. Enterprise Media Studio enables you to deliver broadcast quality communications, including audio, video, Microsoft PowerPoint and interactive features directly to the desktop of your target audience. You also make it available at a time to suit your audiences and as a ready reference to past campaigns or collaterals.

contact

For more information, contact us at:

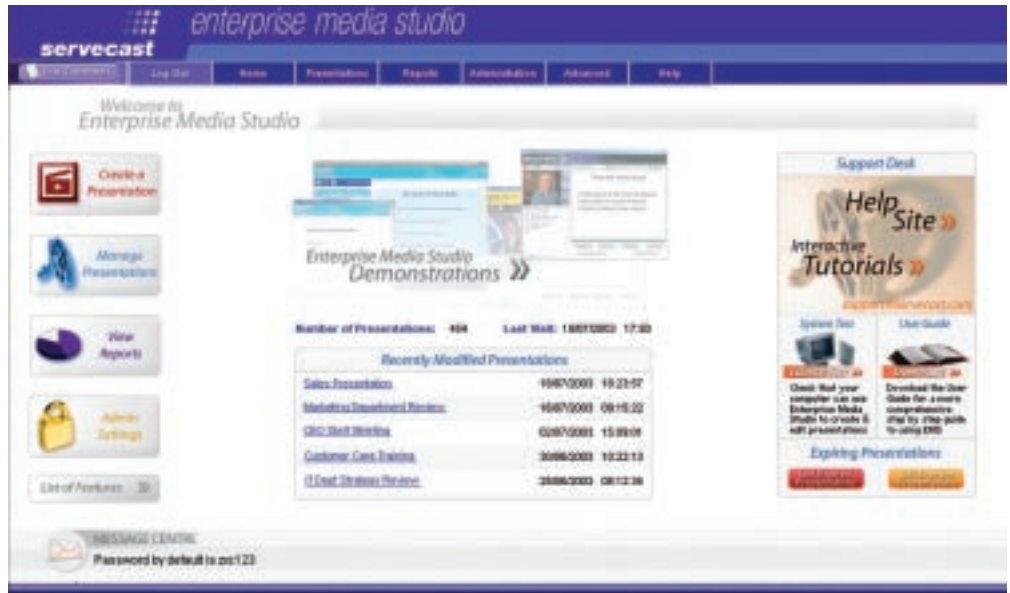
Servecast Limited.
Broadcasting House
3a Prince's Street South
Dublin 2
Ireland

Tel: +353 (0)1 474 8002

Fax: +353 (0)1 474 8003

info@servecast.com

www.servecast.com



Measure direct and indirect aspects of audience participation

Unlike videos, CD's or print, webcasting allows you to gauge the effectiveness of communication and its return on investment. Our comprehensive suite of reporting tools gathers both indirect statistics (such as usage reports, time of viewing and length of viewing) and a range of direct reports (such as polls and feedback forms). This means you can now offer detailed reporting on communications effectiveness and provide invaluable feedback on how campaigns are perceived.

Confidentiality assured through advanced security features

For most enterprises, confidentiality of their communications and new product materials is vitally important. Our proprietary security functionality ensures that your materials are only viewed by the intended audience. This is achieved through comprehensive Digital Rights Management and

encryption functionality within the platform, which can plug into your in-house authentication systems.

Management tools that scale with your knowledge base

Because Enterprise Media Studio is so simple and cost effective to use, once it is deployed, powerful content management tools are quickly needed to control a burgeoning knowledge base. Comprehensive tools for searching (by both the viewer and creator), cataloguing, securing and handling changes and version control are an integral part of the platform.

