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ENTERPRISE VIDEO
COMMUNICATE BETTER

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Use the power of video to engage with staff & customers

It's no secret that video is a powerful communication tool. With 6 billion hours of video watched on YouTube every month, people are getting more and more used to consuming information in this way.

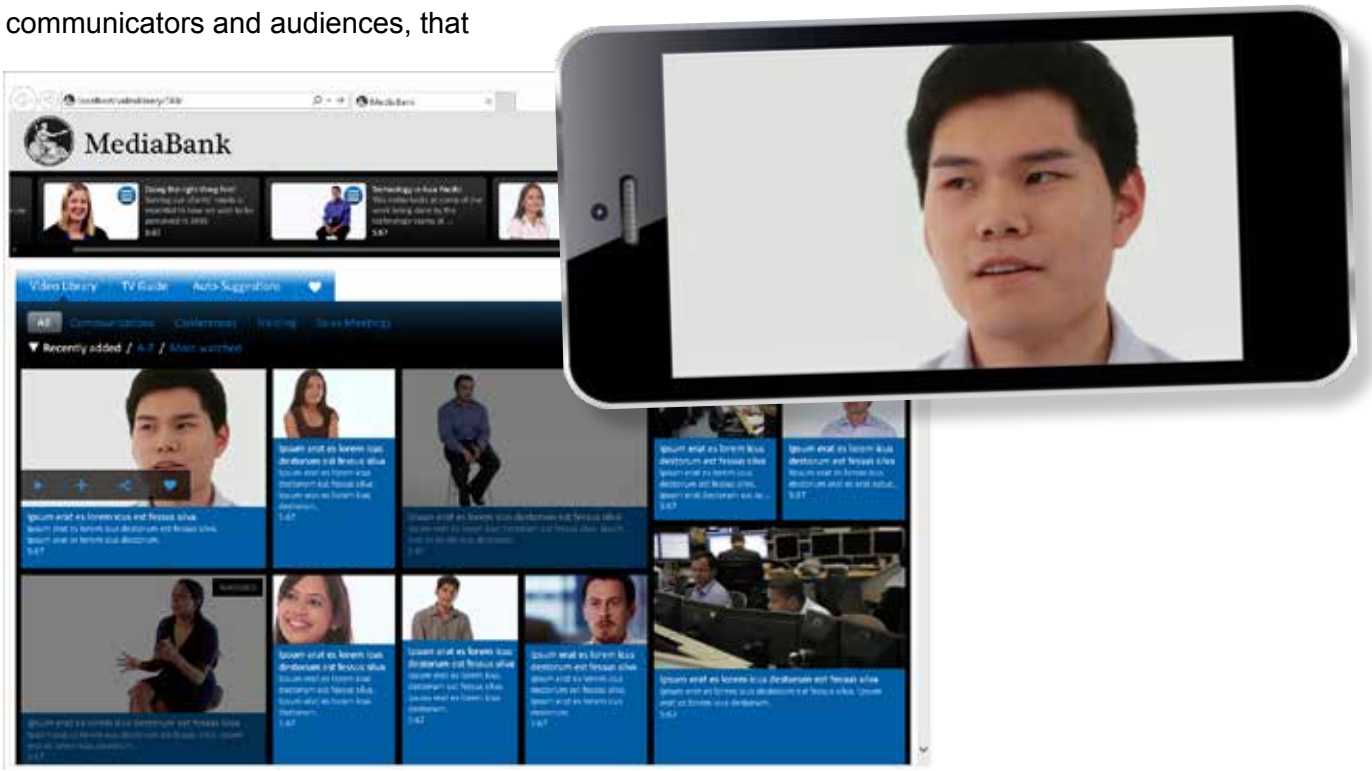
Encoded Media makes it fast and easy to use video in a corporate setting so that nothing stands between you and your target audience. We specialise in creative solutions that capture, manage and distribute video and other streaming media over any computer network, to any device.

We collaborate with our clients' IT teams to ensure video solutions work seamlessly with your existing network, firewall, hardware and software. We give you all the features you need and want: live streaming, access control, viewing statistics, branding consistency, and a searchable video library, to name just a few.

We understand that technology will only get used regularly if it's user friendly. EM makes video so simple, for both communicators and audiences, that it can become your default way of communicating, truly strengthening your relationship with your staff and customers.

For example, you will be able to:

- Broadcast important live events such as company announcements, keynote speeches, conferences, presentations and AGMs
- Improve access to induction training, distance learning, professional development (CPD), sales briefings, department meetings and customer seminars
- Turn any meeting room or work station into a self-service recording studio for executive briefings, sales updates, company news alerts and more
- Create, distribute and watch video on the go using a mobile phone, tablet or laptop



About us

Encoded Media specialises in creative all-in-one solutions that capture, manage and distribute video and other streaming media over any computer network, to any device.

EM was established in 2003 by a team of highly skilled industry consultants who have worked together at the forefront of streaming media technology since its emergence in the 1990s. Prior to EM's inception, its founders collaborated on pioneering projects such as the launch of the UK's first B2B online video website (1996); some of the UK's first live webcasts with BT (1997); and the design and operation of Europe's first satellite-based IPTV platform with Eutelsat and GE (1998).

Initially designed to serve the finance industry, where speed, reliability and security are paramount, EM's solutions are now used daily by tens of thousands of people in organisations of all types and sizes, across both the private and public sectors.

In a competitive field, EM stands out with its user-friendly products, all of which are created in-house in the UK. Our solutions are customisable to work seamlessly with customers' existing IT systems, and scaleable with a view to your future expansions or changes.

Customer service is at the heart of Encoded Media's day-to-day operation, and we are able to offer consultancy services to help IT departments resolve a wide variety of network-related and other issues.

Training assessments

24/7 secure access

Live performances

Live & recorded seminars

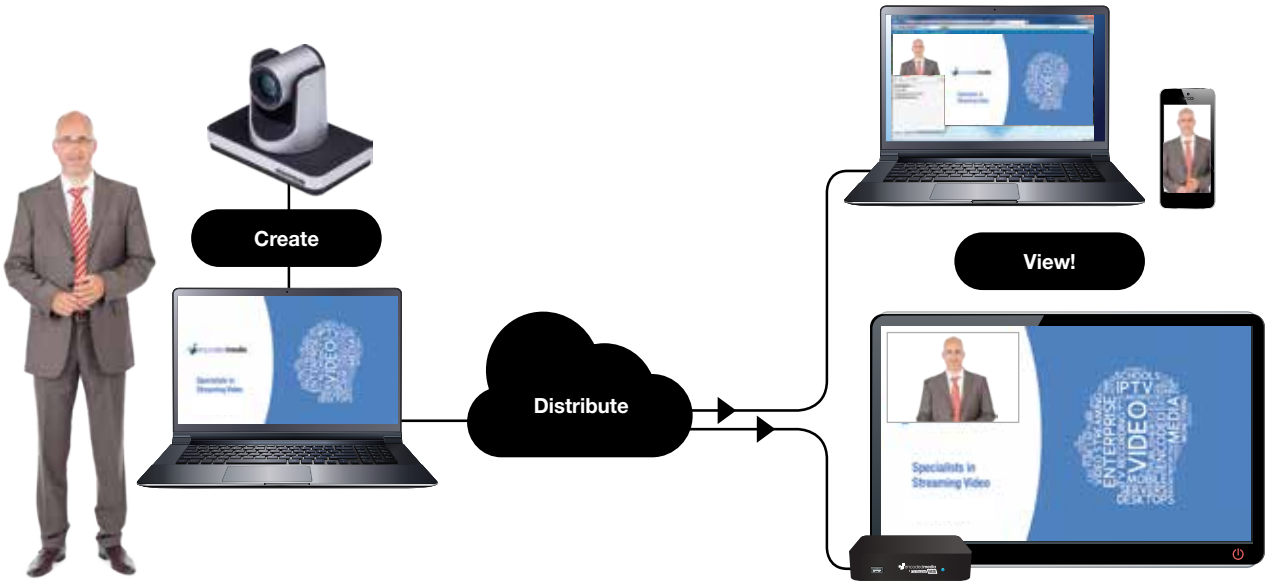
Briefings

How it works

Encoded Media provides a suite of software and hardware components that work together as an end-to-end solution, or individually to add value to your existing video systems.

The suite enables anyone to make videos - when and where they want. Department heads can record regular updates from their offices or on the go using just their mobile or tablet. Executives can broadcast townhall events live to the entire company or across the world. Field engineers can send off-site videos back to the office from their smartphone.

> *Make capturing, distributing and watching videos as easy and as familiar as sending an email*



Consolidate your existing and new videos in one central location, which viewers can access via a web portal or your Intranet or Internet site. Access to content can be controlled through Active Directory permissions, and user activity can be tracked, logged and reported.

Products

Video Publisher software
A Windows application for creating, editing, managing and uploading video content. Its familiar interface enables anyone to create and share new material.

HD Encoder hardware
A range of hardware appliances for capturing up to eight simultaneous HD video feeds.

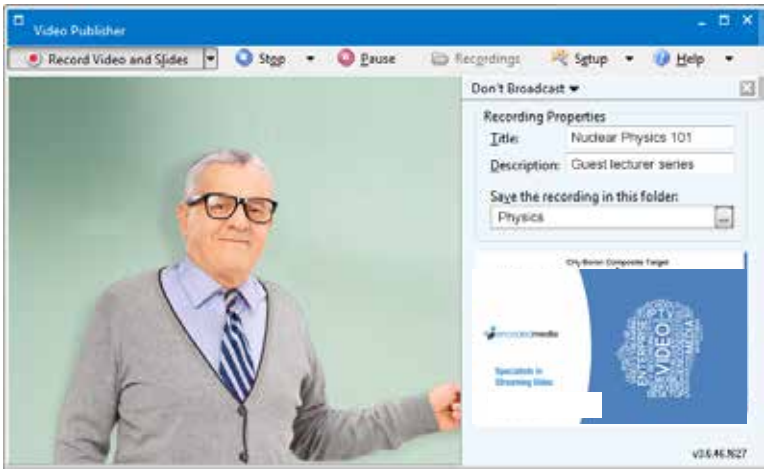
Video Library software
An enterprise-scale video on demand system for cataloguing, browsing and watching content. Host videos in a secure, web-based video portal, delivering both live and on-demand to a wide range of devices.

Create and manage content

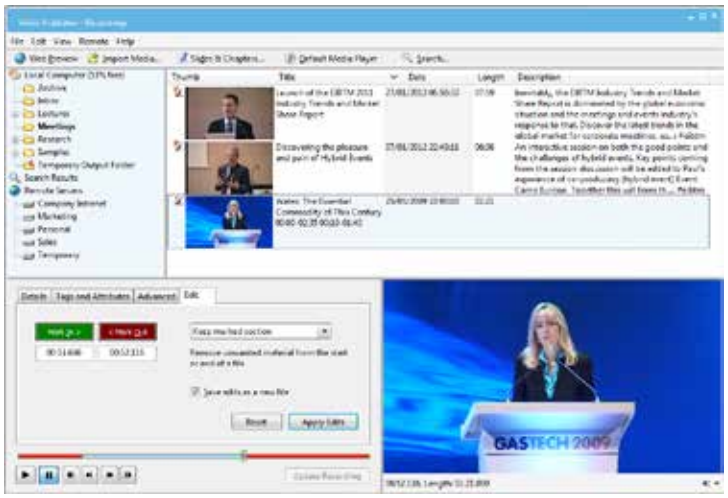
Encoded Media technology gives you direct control of your company's video resources, from the creation stage right through to distribution to viewers.

Use it to capture events such as conferences, training and company announcements, complete with accompanying slides. The software also provides easy-to-use editing tools to trim videos or extract key sections.

You can stream videos to staff no matter where they are, so no one misses out on key events.



Video Publisher enables users within your organisation to record and publish new videos directly from any desktop computer, meeting room or mobile device. Its one touch interface simplifies the task of video creation, streaming and content management, and requires no technical knowledge to use.



Once recorded, content can be tagged, topped and tailed, embargoed and more.

Staff from different departments can create their own content, attach slides, tag keywords, add transcripts or subtitles, manage their own videos, and upload them to the company's video portal. Videos can be shared with everyone, or access can be limited to certain users or groups.

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View live or on demand

Never miss out on a presentation or company event again. Encoded Media's products ensure you are able to stream them live, or watch later at a time that suits you.

With Encoded Media's platform, anyone can record important events and deliver them, together with the accompanying slide show, across private networks or the Internet.

As a viewer, you can access your organisation's online video catalogue through a familiar web portal and watch videos on your PC, TV screen or mobile.

Content can be categorised and indexed in a number of different ways, allowing you to browse or search quickly through the largest of libraries.

In addition, free text searching means you can quickly locate the content that's most relevant to you.

You can even find words mentioned in attached slides, and download any documents, handouts and transcripts that were part of the original event.

Slides aren't limited to Microsoft PowerPoint, but can be captured from any application, making it an ideal platform for both training and demonstrations.

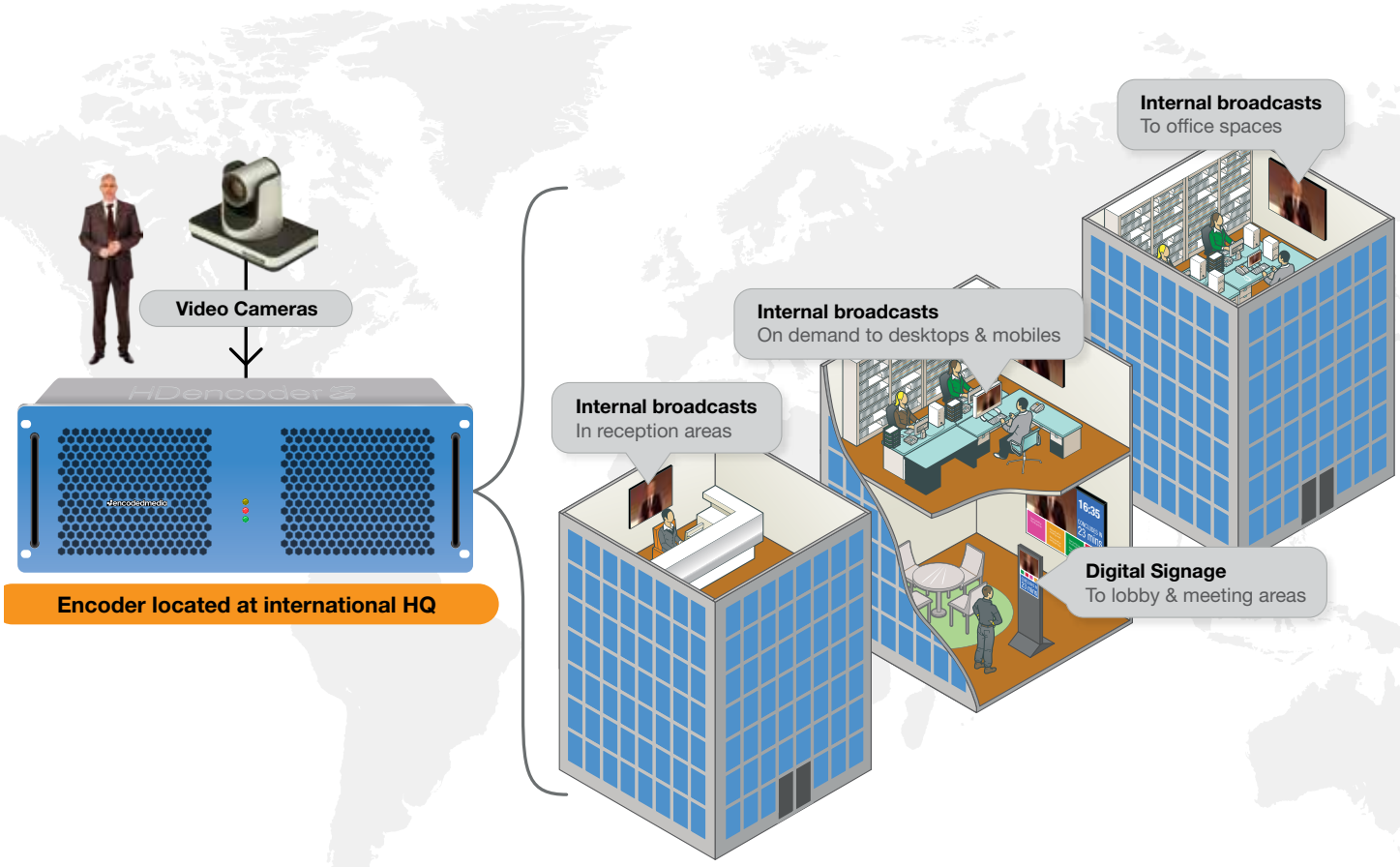
You can also personalise the portal's appearance to look and feel the way you want it to, helping strengthen your organisation's branding.

Distribute content to anyone, anywhere

Your content can be distributed to everyone in your organisation with Video Library, no matter where they are located.

A key feature of Video Library is that it can overcome the limitations of busy company networks by sending copies of your videos to remote locations during quiet periods (e.g. overnight or at weekends). Remote users are automatically redirected to their local copy — completely avoiding the Wide Area Network (WAN).

Video Library can also be used as a way of delivering the very large files associated with High Definition (HD) recordings, making it possible to deliver broadcast-quality video across the slowest Internet connection.



Recording Appliances

Our range of hardware recorders for meeting rooms and auditoriums includes rack-mountable Linux appliances which automate the HD recording of auditoriums, lecture theatres, meeting rooms and more.

The HD Encoder range supports up to eight simultaneous video inputs, and can be operated via a user friendly web interface or via IP room automation (e.g. Creston, AMX).

Captured video can be broadcast live to any number of people on the network, with the integrated multi audience transcoding engine delivering the most appropriate stream to mobile and remote users.

Videos can also be saved to the HD Encoder's onboard storage, then automatically copied to a secure network folder once the recording has finished.

Model shown: HD Encoder 2/HDMI

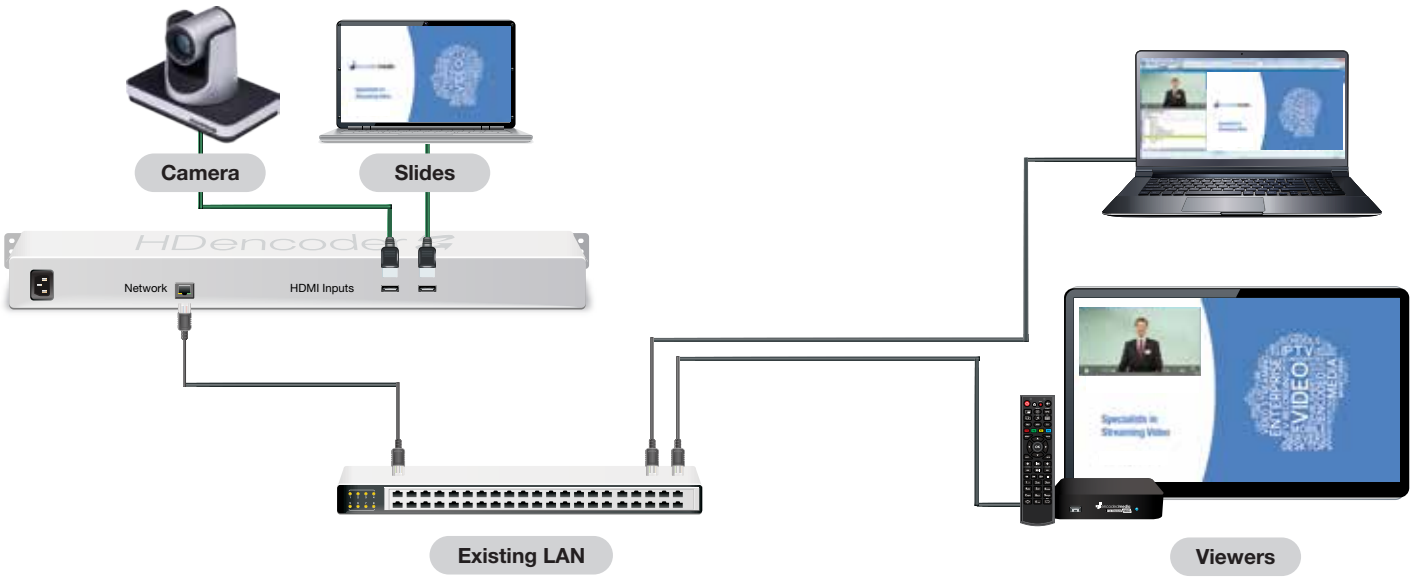
The HD Encoder can be useful in a number of different scenarios, including:

Single Camera
Record, stream and store a single video input.

Multiple Room Angles
For hands-on practical training simulations with feeds from multiple camera angles.

Video and Slide Content
Simultaneously capture both presenter and presentation.

Digital Signage Relay
Distribute a signage channel to multiple screens across the network.



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Case study

CHARLES STANLEY

Charles Stanley & Co. Ltd. are one of the UK's largest independently owned, full service stockbrokers. The head office is in London, and the company has over 40 branch offices around the UK.

The problem

Stockbrokers, like lawyers and other knowledge workers, receive regular Continuing Professional Development (CPD) training to maintain their skills and to this end Charles Stanley organises monthly training sessions in London. Brokers attend these sessions to keep up to date and gain CPD accreditation.

These sessions were recorded onto DVDs that were posted to the brokers based in the branch offices. With brokers distributed nationwide, distributing the DVDs was a challenge. DVD recordings were regularly lost in transit and keeping track of hundreds of discs at each office meant it was exceedingly difficult to know who was watching what.

The solution

Encoded Media provided Charles Stanley with a complete content distribution system which encodes the training sessions in London, along with supporting slides, and then delivers the content to branch offices overnight using their own WAN. This saves on time, postage and packaging costs and there is no longer a need to purchase, burn and keep track of physical DVDs.

Brokers are free to watch the training sessions when it's convenient for them. In addition to this, Encoded Media's TV Server product delivers live news channels to brokers to keep them informed of world events. Detailed usage tracking records who has watched what, helping users stay on top of the training requirements and providing proof to their compliance team that they are up to date.

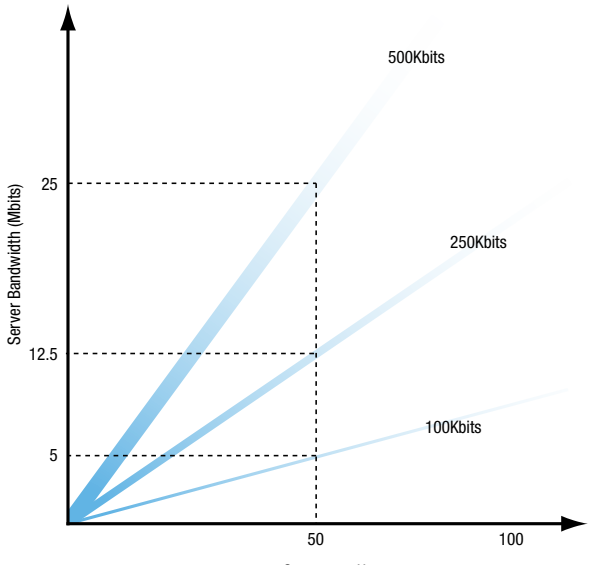
Add value

The full capabilities of Encoded Media products are beyond the scope of this introductory document. We will work with you to find the ideal custom package to meet your orginisation's goals.

Technical information
To offer the ultimate in system compatibility, Encoded Media software has been specifically designed to run on all common Windows systems, from entry-level desktop PCs to high-end servers, and on a wide range of networks — both private systems and the Internet.

For further technical information on the following topics, please visit encodedmedia.com

- **Network impact**
  The effects of streaming media over your network
- **Content format**
  Bandwidth versus quality
- **Integration**
  What's available to help you integrate a video library into your existing systems
- **Video capturing devices**
  A range of compatible device types
- **Minimum specifications**
  Hardware required to power your system



- Import slides from PowerPoint, screengrab directly from other applications
- Insert and display subtitles and transcripts alongside videos for the hard of hearing
- Create and manage audio and video podcasts of your content
- Automatic video replication to branch offices and other remote sites
- Find content quickly by searching customisable metadata fields

Smart Video Solutions

www.encodedmedia.com

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Version 3.0

Encoded Media are the UK's experts in Video and IPTV software. Our products are used daily by FTSE 100 clients in the corporate, financial and legal arenas. Visit encodedmedia.com for more information.