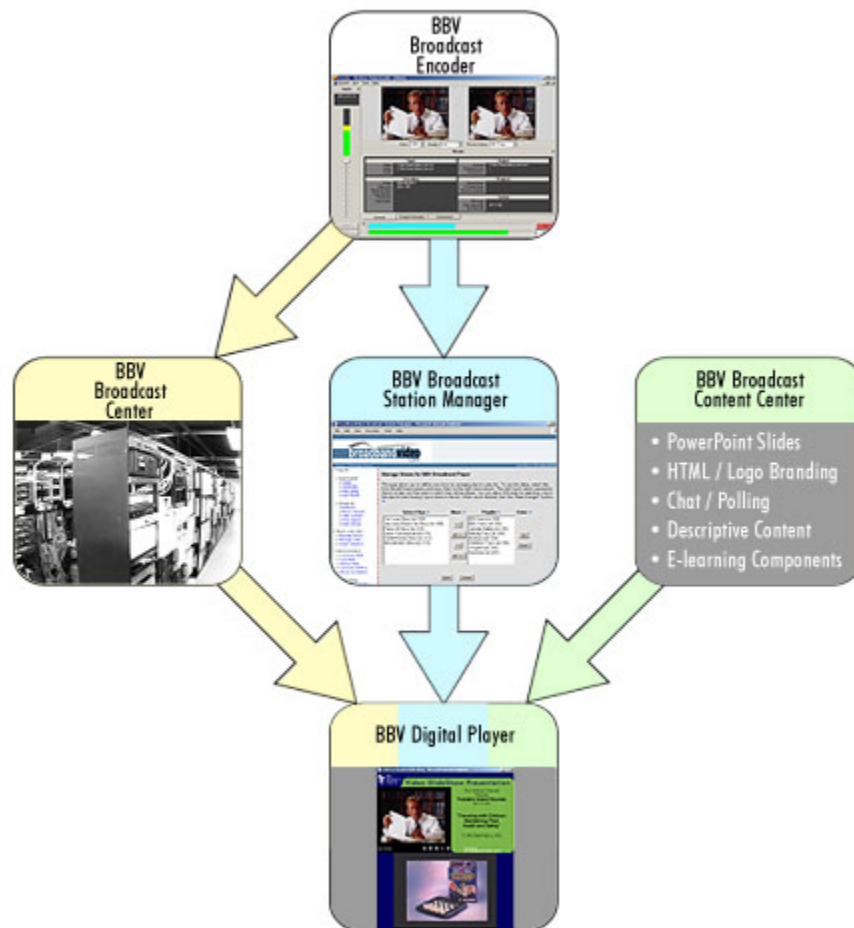


## BroadbandVideo Broadcasting System

The BroadbandVideo Broadcasting System was designed for customers who are creating video on a regular basis and want control over the management of that video. It is a complete solution for taking video content, whether it's live, on videotape or a digital file and delivering it to users on your website. The capabilities are broad-ranging and offer a unique way to interact with your content.

The Broadcasting System consists of 5 components, each of which interacts with one another to deliver the resulting elements into a compelling video presentation. These components consist of the following:

- Broadcast Encoder
- Broadcast Center
- Station Manager
- Content Center
- Digital Player





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Using the Broadcasting System, you become the producer and decide what elements to use where, what they look like and how they act. You can insert graphics, text, flash animations and literally any other elements you can imagine and have these elements all triggered by events that happen in the video. You can insert commercials, promos, opens, and closes just like a real television broadcast station. In fact, the Broadcasting System was designed to mimic how a real television broadcasting station works.

If you've ever edited video, you know how time consuming that can be. With the BroadbandVideo Broadcasting System, your editing capabilities take a giant leap. Simply encode the entire video whether it's from a live source, videotape or a digital file using the BroadbandVideo Broadcast Encoder, which creates a single, multiple bandwidth file and works across all connection speeds. The file is then uploaded to the Broadcast Center via FTP and becomes available for editing.

The BroadbandVideo Station Manager is an HTML interface that allows you to manage all the aspects of your video assets. Indexing is a key feature providing you the ability to insert timecode, which marks and identifies each video segment. No traditional editing suite or software is needed, which saves you countless hours of work. The Station Manager allows control over these important features:

- Indexing - Identifying start & stop points in a show.
- Reporting - Customer generated reports showing how many times a show or clip is watched and for how long.
- Show Builder - Provides for assembly of shows from various clips. Clips can include video content such as programming, commercials, promotionals, opens, closes, or shows themselves.
- Ad Serving - Rotation of ads, which can include banners, video or other content elements within the player window.
- Event Triggering - Allows for triggering of various HTML elements within the player window all controlled by the video content.
- Control Buttons - Complete control over the look and feel of the control buttons and how they are laid out.
- Skins Definitions - Controls the look and feel of the player window

Once you've performed the necessary editing and content management, the resulting hyperlinks can be inserted in your website. When a user clicks on the hyperlinks on your site, the video window pops and plays the video and any other elements you have specified.