Kontiki Webcaster

Your Successful Webcast Starts Here

Web conferencing or collaboration solutions have traditionally helped "connect" one employee with other employees or small groups of employees together. However, they have struggled with quality issues once the number of people trying to collaborate increases. Twenty-five participants is the maximum practical amount of people that collaboration solutions can accommodate. Above that number, the audio and video quality is inconsistent, deteriorating rapidly as more participants join in. This is where broadcasting solutions, such as webcasting tools, come into play. Broadcasting solutions enable communication from one to many and boast a different set of features. Not only do they need to reach a larger number of people, they must also engage them. They must be able to deliver consistent quality and an immersive experience throughout the extended enterprise.

Employee Meetings and Training

Unlimited Participants

Broadcasting
One to Many
Webcasting

25 Participants

Collaboration
One to Few
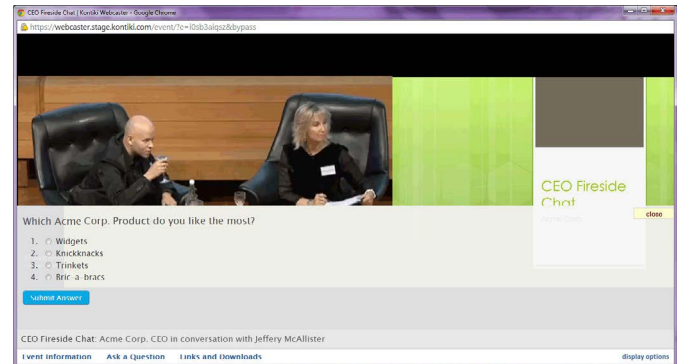*Few to Few*
Web Conferencing

Companies today know the value of webcasting. It is an important component of a larger enterprise video strategy aimed at educating, connecting and engaging the audience. While webcasts have often been used to communicate with an external audience, today, there is an increasing need to use them for communicating internally. When face-to-face communication is not possible, webcasts are the best medium for delivering business-critical information to a distributed workforce, helping to align and engage all employees, wherever they may be.

But your webcast is only as successful as the overall experience across your extended enterprise. A quality webcasting experience requires:

- Simple to use self-service capability with must-have features

- Engaging, interactive experience

- One low annual fee and low cost of ownership (no hidden fees)

- Consistent service delivery of the highest quality audio and video

- No limits on the number of participants, producers or events

If even a small segment of your audience has a subpar experience, then your event fails.

Engage your Audience with Kontiki Webcaster

Kontiki Webcaster is the only unlimited self-service enterprise webcasting platform specializing in meetings of 200 or more participants. As a pure cloud-based solution, Kontiki Webcaster transforms usage and cost paradigms to offer a complete and proven solution that combines high quality audio, engaging video, an interactive user experience and consistent service delivery enterprise-wide. The result is a quality webcasting experience every time for every one with one low annual cost.

Kontiki Webcaster is part of Kontiki's Enterprise Video Suite and is comprised of the following features and benefits:
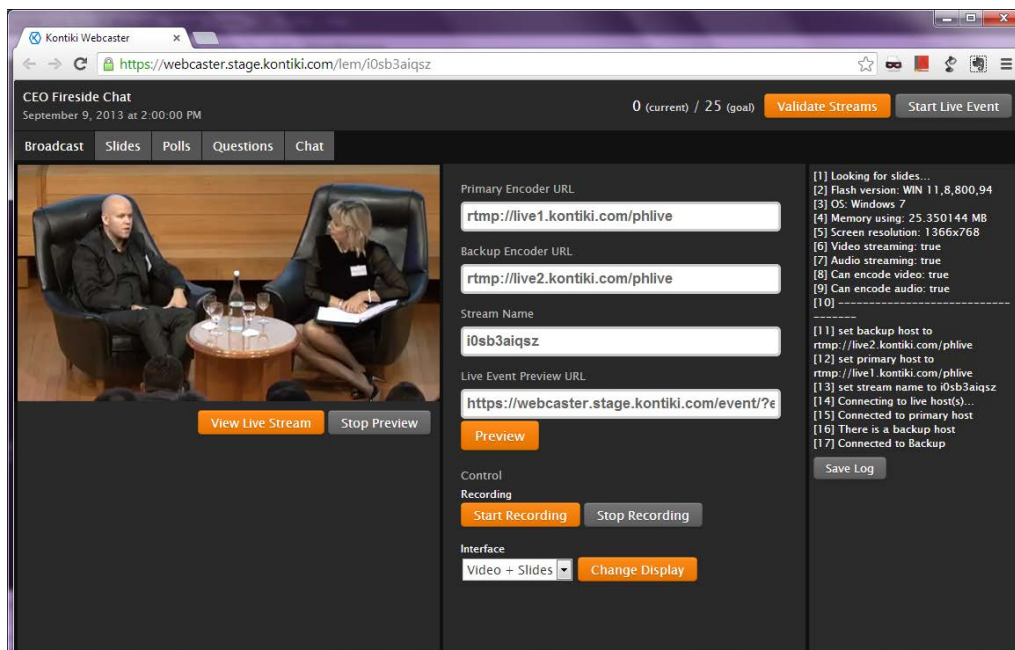
- **Unlimited Usage Model** – Unlimited participants, producers and events for maximum reach.

- **Self-service Platform** – simple to use, intuitive interface empowers users. Reduces or eliminates need for managed service.

- **Consistent Audio** – Broadcast impeccable quality audio streams across your organization, regardless of location or device.

- **Highest Quality Video** – Highest resolution video with no graininess or pixilation for maximum immersion. No distracting buffering or stops and starts that cause network drain and viewer drop off.

- **Best Value** – Cloud-based platform with low annual cost and no hidden fees. 50% less cost than leading web conferencing and collaboration solutions*.

- **Interactive User Experience** – "Must-have" features, including: live Q&A, polling, slide sync and other interactive features that make your webcasts more interesting and engaging.

- **Highly Available** – 100% reach to all employees during your live event and afterward through Video on Demand. Accessible on smartphones and tablets, so no one misses a moment.

- **Robust Enterprise Content Delivery Network** – ECDN ensures efficient utilization of existing corporate network. Requires no additional hardware or bandwidth investment.

- **Infinitely Scalable** – Cloud-based solution automatically scales, utilizing your existing network without hardware or network upgrades.

- **Sophisticated Management Controls** – Management console with real time analytics.

- **Safe and Secure** – Enterprise-grade security including transfers, certification and authentication.

- **Seamless Enterprise Integration** – APIs enable streamlined integration with your communication ecosystem for promotion and replay. Kontiki Webcaster is a cloud-based solution, hosted and managed by Kontiki. It utilizes your existing infrastructure to ensure quick deployment in just a few weeks.

With Kontiki Webcaster, the technology just works so viewers aren't distracted by quality issues and the impact of your message comes across clearly.

KONTIKI

Everything You Need: Out of the Box

A successful enterprise webcasting solution needs to be flexible, yet powerful, with a full range of features that enable you to easily create compelling webcasts. The cloud-based Kontiki Webcaster provides all the must-have features enterprises need to create and manage highly engaging webcasts, including:

- **Slide Synchronization** – Sync your PowerPoint slides with video for maximum immersion.

- **Customizable Screen Layout** – Ensure your webcast adequately reflects your brand and is specifically designed for unique topics or audiences.

- **Stage Questions, Run Polls, Chat with Viewers** – Foster audience engagement with techniques for increasing interaction.

- **Record and Archive Events** – Extend the life of your event by making it available on demand later.

- **Built-in ECDN** – Create flawless webcasts that reach the extended enterprise with Kontiki's unique delivery technology.

THE KONTIKI ADVANTAGE

Greater Reach, Engagement, Intelligence

- 100% reach across the enterprise, even in remote offices.
- High quality video viewing experience on the desktop or mobile device, Live, or VOD.
- APIs enable flexible integration of rich content into portals and management systems.
- Detailed metrics and viewer reports on content consumption and network efficiency.
- Social engagement around video through consolidated corporate portal.

Secure and Scalable Technology

- Cloud-based software-only solution utilizes your existing network infrastructure (no hardware upgrades!) to scale rich-media delivery at a lower cost, without sacrificing quality.
- SOC 2 certified managed services delivered from our central application and storage servers located in Tier 4 data centers.
- Peer-assisted model based on patented Kontiki Delivery Protocol (KDP) enables optimal network efficiency with only 1 copy of a stream delivered to each office.
- IT can set network policies and control access to authorized users.

Kontiki ECDN: Flawless Delivery Makes the Difference

The Kontiki Enterprise Content Delivery Network (ECDN) is a built-in component of the Kontiki Webcaster experience. It enables enterprises to distribute high quality audio and video content to every employee without any network impact. The technology employs a centrally managed peer-assisted delivery model which moves the network load from the WAN to the LAN, resulting in significant improvement over traditional hardware solutions. The Kontiki solution is completely cloud-based and requires no additional investment in hard- ware or bandwidth.

The Administrative Difference

Kontiki's built-in ECDN makes quick deployment possible. With Kontiki, new customers can be up and running in a matter of weeks vs. months for other solutions. For existing customers, the deployment time is even quicker. The Kontiki ECDN is also infinitely scalable. The technology enables efficient content distribution that scales to any size of network or user base.

The End User Difference

In enterprise webcasts, high quality content is important in facilitating employee engagement, but a high quality audio and video experience is just as important. If the content is engaging, but the sound quality and viewing experience is poor, or if the content cannot reach the intended audience, then the communication fails. In order to create a truly engaging webcast experience, your delivery method needs to provide high quality audio and video delivery across your entire enterprise. The Kontiki ECDN ensures a flawless webcasting experience for every one, every time.

For more information on the Kontiki ECDN, see our datasheet.

Learn More

Questions? We'd love to hear from you!

- **Contact Us**. Go to http://www.kontiki.com/forms/contact.html and fill out the short form. One of our experts will reach out to help you find the solution that's best for you.

- **Start Your Free Trial**. Go to http://www.kontiki.com/forms/freetrial.html to sign up for a free trial of Kontiki's Enterprise Video Platform.

- **Learn More**. Read the latest and engage in the conversation:

  http://www.kontiki.com/
  http://www.facebook.com/KontikiEnterpriseVideo
  http://twitter.com/#!/KontikiBizVideo
  http://www.linkedin.com/company/kontiki

Company Overview

Powered by innovative technology, Kontiki pioneered the enterprise video platform and enterprise content delivery network markets, providing superior cloud-based content delivery across the enterprise. Kontiki's video solutions enable consumer-grade video engagement with enterprise-grade control over video delivery for the world's largest companies, including American Airlines, Wells Fargo, Nationwide and Nestle, serving nearly 2.2 million employees worldwide. Kontiki offers organizations the unique ability to globally deliver video on demand or live broadcasts to 100% of their employees, regardless of location, and to the full range of today's business devices, including smart phones and tablets, without congesting networks or compromising video quality.

Visit **www.Kontiki.com** for more information.

KONTIKI

CORPORATE HEADQUARTERS	**TEL** 888-317-9283	**ASIA**	**OFFICE** +918040557877	
1001 W. MAUDE AVE.	**FAX** 408-215-6401	10 S. END STREET	**MOBILE** +919901073453	
SUNNYVALE, CA 94085	**EMEA** +44 (0)800 242 5602	KUMARAPARK EAST	**EMAIL** infoasia@kontiki.com	
	EMAIL info@kontiki.com	BANGALORE, INDIA 560001		

2014.06.24