Sorenson Vcast™

Personal Broadcasting

The ability to stream quality video over the Internet has been available only to the financially advantaged or technologically privileged—until now. Sorenson Vcast makes quality streaming affordable and easy.

encoding

hosting

streaming

Vcast allows you to easily and affordably deliver rich media content to anyone, anywhere in the world over the Web. Vcast eliminates all the barriers that previously prevented entry into the world of streaming. It provides a simple, affordable, comprehensive, end-to-end solution for conducting personal broadcasts.

Sorenson Media's mission is to empower people to entertain, educate, and communicate over the Web. With Vcast, that power is finally available to everyone.

Because of its inherent complexity, streaming was only available to those with large budgets and technical expertise. With Vcast, Sorenson Media has knocked down the technical barriers to give users of all skill levels the power to stream video over the Web. The technology has been moved out of the way of the work, enabling people to concentrate on communicating the message— Vcast takes care of the network, FTP, streaming servers, address of content location, and technical support.

Vcast is fast and convenient, perfect for those who want to send video content to "who they want", "where they want" and "when they want". After answering a few simple questions online at www.sorenson.com, anyone with Vcast, video content, a computer, and access to the Internet can begin streaming.

Vcast Key Features

- Easy-to-use Web interface
- All the back-end hardware, software, and infrastructure required to make it work
- Automation of technical aspects for streaming and global content delivery
- Automation of credit card transactions, asset management, and reporting

Vcast Features

Easy to Use

An intuitive Web Interface makes streaming a simple point-and-click operation. All the complexities inherent in streaming take place automatically behind the scenes.

Video Tools

Vcast allows you to take existing video content and compress and upload it to Vcast for video on demand (VOD), reaching viewers anywhere, anytime over the Web.

Web Interface

The Vcast architecture is based on a low-touch, high-automation model. A simple and intuitive user interface helps you calculate the cost. Cost is based on the number of recipients.

Easy to Install

Vcast includes a simple client application that easily installs on Windows and Macintosh computers. Once installed, it is ready to receive input from a camera or VCR connected through the computer's audio and video input jacks.

Compatibility

Vcast supports Microsoft Internet Explorer 4.1 or greater and Netscape 4.1 or greater, enabling links directly from the user's Web site.

Reporting

The reporting software in Vcast is the most innovative and comprehensive reporting mechanism available for streamed events.

Vcast Supports

MS Windows Media™, RealPlayer™ and QuickTime® formats

Customer Support

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To Vcast

www.sorenson.com

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