



# StratosFour, Inc.

Communicate • Collaborate • Educate



## What is Webcasting



**Webcasting is the exciting but complex world of network multimedia. The professionals at StratosFour, Inc. make it easy for you to use webcasting in reaching your communication goals.**

### **Why use webcasting?**

**Speed** - Deliver a live message to a targeted audience of unlimited size in real time.

**Value** - Webcasting is highly cost effective, especially compared to the cost of travel.

**Control** - Registration and passwords enable complete control over access to webcast information.

**Convenience** - Free of place or time constraints, archived webcasts may be used at any time, from any online computer.

**Measurement** - Assessing the impact of a webcast initiative is easy, immediate, and totally accurate: track how many, who, where from.

**Potential revenue generation** - Combine a live event with instant e-commerce to grow sales.

### **Here is the basic anatomy of a webcast:**

#### **Record**

Video and or audio content is recorded at the source.

#### **Capture**

Content is compressed, then transferred to "streaming media" software.

#### **Convert**

Content is coded and integrated with other project elements (such as power point presentations, user log-in and more), then "packaged" for the web.

#### **Distribution**

Once ready, the program is distributed via specialized servers onto the internet - either live or stored for later viewing.

#### **Play**

The program viewer, Windows Media Player, converts the data stream from webcast servers to a viewing or listening experience on the user's computer desktop.

## Great Ways to Use Webcasting

- Product Demonstrations
- Newsletters
- Training
- Advertising & Marketing
- Employee Recruitment
- Employee Updates
- Investor Relations
- Special Events

A company wanted to stream an employee award ceremony to the staff at field offices around the world. What better way to improve morale and honor the recipients than streaming the event live—not only to co-workers but also to the employees' families at home?



A non-profit association wanted to broaden their educational offerings for their members. They introduced a series of trainings that their members can purchase online and view at their leisure. It generated a whole new revenue stream for them and made their memberships even more valuable.

- Presentations
- Client Meetings
- Education Programs
- Meetings
- Seminars
- Focus Groups
- Press Releases
- New Employee Orientation

## About StratosFour, Inc.

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As a leading digital meeting company, StratosFour, Inc. has the tools and technology to bring your company's online communications into the future. StratosFour delivers a full-range of internet communications services ranging from webcasting and web conferencing, to web-based application development and multi-media production.

StratosFour, Inc. began operations in 1996 as LIVEware5, Inc. LIVEware5 was one of the pioneers of streaming media in the fields of corporate communications and online education. Over the years, LIVEware5 evolved to become StratosFour in 2003. StratosFour implements e-business solutions to meet our clients' needs. Since day one, we have maintained a strong commitment to delivering excellent service to our clients. StratosFour provides Professional Service, Interactive Web, and Enterprise Solutions with the right blend of high-tech and high-touch service.

On every project, StratosFour strives to build a solid reputation for on-time, on-target and on-budget solutions. We work with clients as partners and advisors, providing the skills, knowledge and expertise to effectively implement the solution that's right for their business.

At StratosFour we believe that our clients deserve a complete solution that is tailored to their individual needs. We use our technology expertise, experience and flexibility to provide our clients with the best result. StratosFour is a technology company capable of providing a variety of services through a variety of means - all of which have been proven time and again.



# StratosFour Webcasting



StratosFour has developed a proprietary web-based application focused on organizational communications. This application provides our clients with completely customizable solutions that range from streaming a single audio/video presentation with integrated slides, to building a complete online learning library where professionals can earn continuing education credits.

## System Requirements

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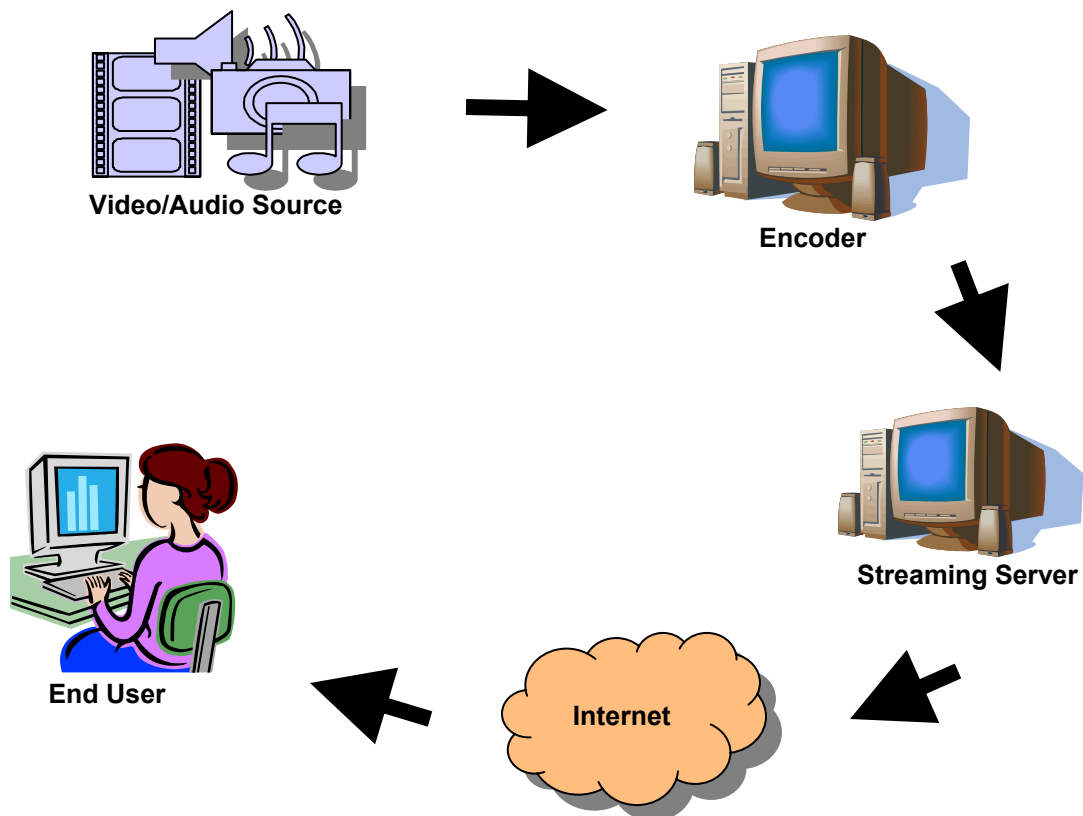
### Presenter

- PC
- 56K Internet Connection (minimum)
- Internet Explorer 6.0 or Higher

### Audience

- PC with Sound Card & Speakers
- 56K Internet Connection (minimum)
- Internet Explorer 6.0 or Higher
- Windows Media Player v7 or Higher

### Signal Acquisition



## Other StratosFour Services

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### Web Development

- Advice & Planning
- Database Consulting
- General Programming
- Technical Programming
- Web Application Development
- Training & Technical Support



### Video Production

- Audio/Video Capture
- Video Duplication
- Script Writing
- Computer Graphics Design
- Project Consulting
- Managed Encoding
- Editing
- Pre/Post Production Planning



### Web Conferencing

- Employee Survey
- Department meetings
- Company interviews
- Document Sharing



## Client Satisfaction

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Our 2007 client satisfaction survey revealed that that we exceed or meet expectations of 100% of our clients!

“We’ve been working with StratosFour for many years. Every experience has been positive. They are quick to respond and eager to meet client needs and expectations”. Current client

### For More Information

- Go online to [www.stratosfour.com](http://www.stratosfour.com)
- Contact us at [info@stratosfour.com](mailto:info@stratosfour.com)
- Call 319-734-6400

