



**InterMedia Solutions**  
IMS a complete webcasting suite

**IMS Webcast Services - everything you need, in one customized package!**  
Specifications for our Services - before, during and after your event.

### 1. IMS Webcast Solutions - your Webcast partner.

Since 1999 we have been developing software, systems and services for the professional production and distribution of webcasts on the Internet and/or intranet. Our solutions allow us to deal with even the most complex technical requirements, whereby retaining your individual design specifications.



All of the following services are standard and included in the quotation.  
Additional functionalities are charged extra and are clearly marked with: (\*additional function: costs as per quote, or on request.)

### 2. IMS Webcaster System - producing your Webcast on site.

With our Webcaster software, we can synchronize any number of external and internal media signals into a single media output, encode and publish/record it as ONE live stream.

The media input is usually composed of the following:

- An audio/video signal, or multiple signals, coming from an audio/video switcher
- A presentation, for example, PowerPoint, Prezi, etc. The presentation can either be input as an external signal from a projector (through a splitter), or in the form of a file which we then import directly into our system.



Furthermore, we can add and synchronize any of the following media content within the stream:

- Speaker information, lower thirds, topics, channel logos, notes etc.
- Web content - browser windows showing websites, online tools etc.
- Dynamic web items, integrating widgets such as current stock market quotes, weather, world time, surveys, Facebook or Twitter comments, etc.
- Screen sharing with your viewers, displaying your latest software, corporate structure (e.g. Mindmap), an Excel spreadsheet or any other program or screen content.
- We synchronize all of the above, together with the respective video containing the speaker, into one screen and output it as ONE single video stream.

The fusion of all relevant parts of the content, such as speaker video, presentations, info title, etc., into one single video stream has the following advantages:

- All effects, animations, embedded video, etc., of your presentation are visible and broadcast one-to-one, meaning nothing gets lost.
- All we need is the VGA signal of your presentation - we never need the actual presentation itself, neither prior, nor during the event.
- Your recording is not limited to the video and will contain all relevant content of your event - naturally including your presentation as well.

- We supply you with a video recording in the standard format - which can easily be published on any video platform such as YouTube. No specialized software is needed neither for playback nor for editing.
- All contents are playable even at low bandwidths.  
Our specialized video codec analyzes image contents and detect the parts that change only slightly or not at all during the playback, for example the presentation (still pictures). This enables encoding video in low bitrates that is still playable in an acceptable quality even on slow internet connections.

The entire procedure can be also controlled by predefined templates:

- During the initial words of welcome, it is usually wise to show the speaker in the larger window. Once the presentation has begun, the speaker can be switched to the smaller window. The presentation is then shown in the larger window, to help ensure that the viewer is seeing all the information.
- Furthermore, prior to, during or after the main event, info-boards can be displayed that inform the viewer of the beginning time, breaks or other notices pertaining to the event.

Just like in a professional TV production, our webcast team takes over directing of the show on site - naturally after a consultation with you. The viewer sees all content embedded in the format most suited to the viewing platform.

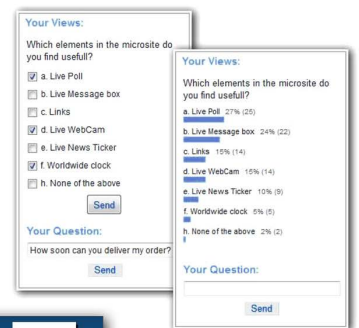


See a selection of different customer projects with individual designs and functional requirements under [References & Projects](#).

In addition, we provide the following functions

(\*additional function: costs as per quote, or on request):

- Integrate speakers at remote locations. We can add speakers or viewers from around the world and integrate these within your webcast, as long as they are able to generate an audio/video signal with: Skype, our IMS - Easy Stream solution or a video conference system.
- Embedding of surveys, polls, etc.
- Multiple languages versions.
- Individual video bitrates/quality (to serve locations with poor Internet connectivity).
- Various encoding formats (Flash, Real, Windows Media).
- IP-Streaming or broadcast over an internal corporate network.
- Extra options for the publication of Live Recordings:
  - Video post-production
  - Playback control of the recording via a text agenda (video markers).
  - Playback control of the recording via PowerPoint thumbnails.



### 3. IMS Webcaster Manager - how your viewers experience the Webcast.

With this service we can manage your entire webcast and tailor it to your individual needs and design specifications, create a Welcome page and control the links. Through the use of our own secured IMS - Hosting and Database Services you'll never need to access or modify your own server structure to publish your Webcasts.

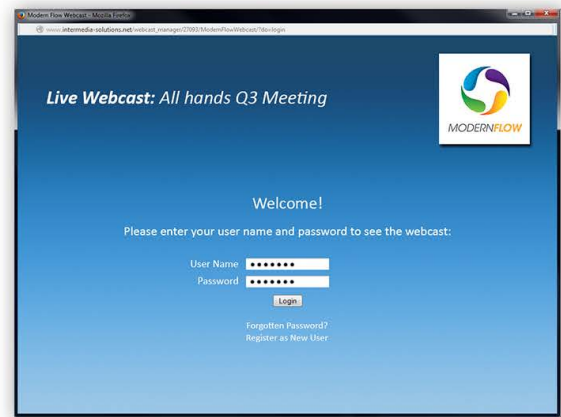
We provide you with a single link that you can distribute via e-mail or make available on your website. The webcast, including all supplied features, such as the message/feedback box are accessible to your audience without the need of registration, software downloads or further installations. (Adobe Flash Player is required to run the Flash video.)

The features listed below are optional. (For example, if desired, the Welcome page can be completely omitted from the Webcast.)

## Welcome Page.

The landing page that "greet" the viewer, informs about and controls access to the actual webcast page.

- Individual Information Display - Your Design, including text, graphics, background and font colors, images etc. relevant to your event/company.
- Integration of web elements such as hyperlinks, downloads, e-mail generators.
- Reminders.
- Access query:
  - Password protected login.
  - Lead generation/registration.  
(\*additional function: costs as per quote, or on request.)
  - Payment system.
- Multiple languages - within the page or linked to each other.  
(\*additional function: costs as per quote, or on request.)



## Webcast Page.

This is the primary Webcast page, containing the single video stream. However, many other options are also available.

- Individual Information Display - Your Design, including text, graphics, background and font colors, images etc. relevant to your event/company.
- Mobile streaming (\*possible only in connection with the use of the IMS - Media Delivery Networks and the (MP4/AAC) videocodec.) to also reach "mobile" viewers.

The IMS - Media Player detects the device type and automatically delivers the appropriate video format. In addition to playback on PCs (Flash or Windows Media), the video stream can thus be retrieved from all the popular mobile devices such as iPhone, iPad, etc.

- Integration of web elements such as hyperlinks, downloads, send-email links.
- Video playback control - what does your audience see before or after the live stream?

In these otherwise empty slots we insert audio/video info-boards that inform your audience about the Webcast as well as give the assurance that the technical requirements to view the live stream have been met. Should you require immediate publication of the simultaneous recording of the Webcast, this can be made available shortly after the live event at the same page.

- (\*additional function: costs as per quote, or on request.)
- Pre-roll:  
Advertising before the start of the video stream. An automated playback of videos (ads, trailers, teasers, etc.) before your actual live webcast or the subsequent recording.
- Player functions:  
The design (color) and setup (full screen, embedded) of the video player can be changed to suit your requirements.
- Message box to send live questions:  
Offer your audience a feedback function, enabling them to type and send questions during the Webcast. With the Message Admin function, you have the option of retrieving these password-protected questions with any device connected to the Internet and, if necessary, answer them during the Webcast.



Alternatively, it is also possible (without the above functions) to incorporate one pure video stream into your website. To do this, we provide you with an individual "Player Code" which calls upon the video stream from the IMS - Media Delivery Network, and plays it back in a custom player.

#### 4. IMS Webcaster Production - our services at a glance.

The scope of subsequent services depends on the desired functionalities. Our webcast team is available to you, during and after the event, to reply to your questions and to supply the following services:

##### Before the Event.

- Setup of the IMS Webcast Manager in accordance with the desired functionalities and design specifications of the client.
- Coordination and creation of webcast templates depending on the desired graphical partition of the screen - (large video / small presentation, small video / large presentation, presentation only, fullscreen video, etc.).
- Arrangement of all content layers, such as: changeable lower thirds, titles or other overlays.
- Creation of additional functions (if desired).
- Providing a link or alternative player codes for the publication of the webcast.
- Performing tests regarding the availability of video streams, especially in a restrictive corporate network environment, optionally adding parameters such as rtmp(t)/tunneling streaming or IP restriction.
- Inspection of previous webcast projects.

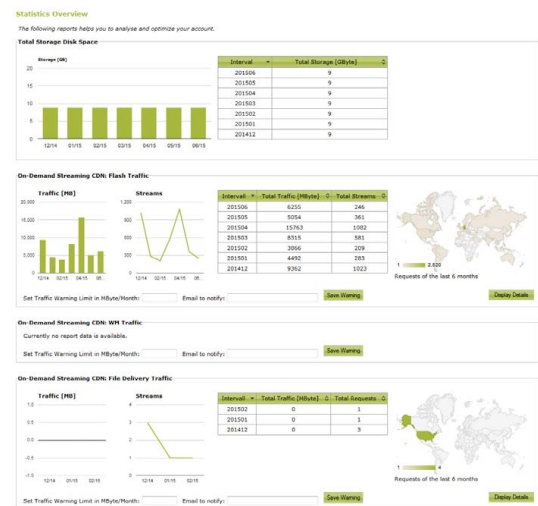
##### On site - during the Event.

- Examination of all signals/connections audio/video, presentation, Internet connection, etc.
- Setup, testing and running of the IMS system Webcast including live streaming and live recording.
- Control of the Webcast Manager (Pre-play/Live/Post-Play).
- Control of the Webcast Templates (screen partition).
- Control of the content layers (overlays).
- Control of the additional functions (if needed).

##### After the Event.

- Web traffic statistics.  
You will receive a detailed report including infographics about simultaneous as well as cumulative viewers, duration of viewing, traffic volume, and the origin of your audience by country.
- Delivery of the message/feedback data (if used). You receive a file that contains all received messages/questions.
- Delivery of the live recording - unedited on a hard disk.

In order to incorporate a pure video stream on your website, we will gladly provide you with an individual "Player Code", which will pick the video stream from the IMS - Media Delivery Network, and play it back in a customized player.



#### 5. IMS Streaming Services - your streaming platform.

The publication of your live streams or live recordings is made possible by a specialized streaming service set up for you. This is only available to you, within our high-performance, global media delivery network and offers the following services:

- Format choice: Flash & Flash Mobile Streaming or Windows Media.
- Mobile Delivery on iPhone & Co.
- Streaming Quality: unlimited/HD, or as agreed upon.  
(We recommend: Video ~ 1,000 Kbits/s, Audio ~ 128 Kbits/s.)
- On-Demand Hosting of the recording for 12 months.
- Concurrent Users / Bandwidth: unlimited ~ 10,000 CC viewers.
- Traffic: including 1000 GB Traffic Package.  
(Traffic is calculated by multiplying viewers x duration x bandwidth. The specified Traffic package corresponds to an example of 1000 concurrent viewers who can access to the live stream with the recommended bandwidth for about 120 minutes. This traffic package is sufficient for about 90% of our webcasts.)  
Traffic overusage is charged at 0,99 € /GB, in packages of 100 GB.  
Volume Discount: for each additional 1000 GB traffic we offer 5% discount, up to a total discount of max. 50%.

Information in regard to our data security measures, in accordance with § 9 BDSG (German Federal data security law), the legal annex to § 9 clause 1 BDSG as well as to our data centers can be found [here](#).

## 6. Services to be supplied by the client - what we cannot bring.

On site, we rely on your support. We kindly ask you to supply the following (unless you want us to offer it on top):

- A workplace (desk and chairs) for 2 persons with a visual contact to the speaker.
- Sufficient power supply.
- Internet LAN connection:
  - Minimum 2 Mbit/s synchronous (upload / download) per Live Stream.
  - No restrictions and/or Firewall exemptions.
  - Alternate connection: port and Live streaming URL/DNS releases in accordance with our specifications.
- Video signal
- Audio signal.
- VGA signal of the presentation.

## 7. Rights of use.

Any use of copyrighted materials is the sole responsibility of client thus making IMS free from any liability whatsoever in connection with the ownership of copyright or reproduction rights.

## 8. IMS - We make your Webcast a success story!

Each webcast is different and a webcast production is usually a complex matter, a convergence of various technologies and media. With the detailed information above, we have tried to describe our services as exactly as possible.

We put a team of competent specialists at your service. Beginning with the consultancy and setup, on-site services during the event, all the way to media management after the event, to ensure a successful realization of your webcasting project.

Should you have further questions or requirements, please do not hesitate to contact us. We would be happy to discuss these with you - and look forward to working with you.

## Your IMS - Webcast Team

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