



CAPITAL **REACH**

***Capital Reach Webcasting  
Features and Services***

***prepared by:***

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## Webcast Features

The following webcast features are available with any of our service plans.

### Custom Webcast Player

Customer-branded browser window containing the interactive enhancements that the customer has ordered. If the webcast has been sponsored, Capital Reach will customize the interface to properly display the sponsorship branding and additional information. The Capital Reach webcast player supports Microsoft Windows Media Player and RealPlayer.

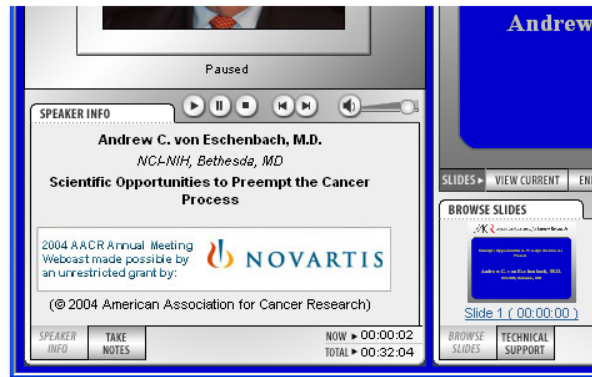


### Custom Webcast Navigation

Customer-branded navigation page to organize access to a large number of sessions or speakers. This page, or set of pages, can be customized to the unique needs of integrating into the customer's public web site or learning system.

### Sponsorship and Promotion Tab

A critical part to the success of any conference webcast is sponsorship. Sponsorship provides a valuable source of funding to allow organizations to make more sessions available to their constituency. In addition, it can allow webcasts to become another source of revenue for organizations by allowing on-site conference sponsors to extend brand awareness beyond the physical meeting site.





### Indexing

Indexing allows a viewer to seek to a specific point within a presentation without leaving the webcast player.

### Synchronized PowerPoint Slide Presentations

Synchronized slides simulate the experience of an in-person PowerPoint Presentation placing an image of each slide in the webcast player and automatically changing the slide based on the audio/video presentation. Users may also be allowed to navigate slides manually. There is also a button to display a larger version of the image, which is useful for viewing detailed slides. (1)

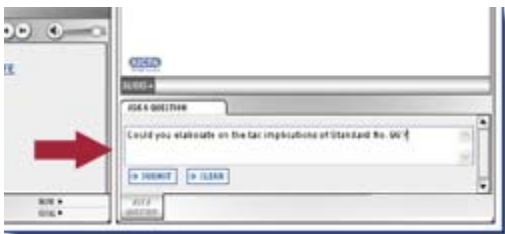


### PowerPoint Slide Thumbnail Indexing

Thumbnail indexing provides a scrollable list of slide thumbnail images that a viewer clicks to advance to the point in the presentation when that slide is used. (2)

### Speaker Introductory PowerPoint Slides

Our introductory slides option uses a customer-branded slide as the first slide of each speaker presentation. This provides consistency across speakers when the PowerPoint presentations designed by the speakers carry differing designs and layout of introductory information. (3)



### Question Submission

The “Ask a Question” features allow viewers to submit questions while watching a webcast. Questions are stored in the centralized database and can be forwarded to an email address. This is a popular feature in certain continuing education and training implementations where an expert resource is

available to respond to viewers. A web-based tool is also available for customers who need to prioritize, filter, and respond to a high-traffic webcast session with a large number of questions.



### Synchronized Speaker Photos—Audio

For audio webcasts, a speaker photo replaces the video image and changes with each presentation in a multi-speaker session.

### Speaker Info

This feature displays additional information about the speakers in the session which may include presentation title, speaker title, and affiliation.



### Note Taking

A user can send a note to themselves or a friend while watching a webcast without leaving the webcast player.



## Usage Reporting

Capital Reach offers detailed reports on public usage of the webcasts. Aggregate and monthly data is provided as well as data on each unique webcast view. The data is available through a secure password protected extranet website and is viewable as HTML or downloadable as Microsoft Excel.

The screenshot shows a 'Webcast Manager' window with a sidebar on the left and a main content area on the right. The sidebar includes options for 'SELECTED EVENT' (TestEvent), 'All Events' (Duration, Monthly Duration), and 'Current Event' (Duration, Monthly Duration). The main area displays a 'Viewing Count' of 5338 and four sessions with their respective viewing counts and durations.

Viewing Count	Avg Duration	Max Duration	Min Duration
5338			
<b>Session 1</b>			
76	00:24:53	02:01:26	00:00:21
<b>Session 2</b>			
80	00:21:34	02:24:02	00:00:24
<b>Session 3</b>			
1921	00:20:39	03:59:02	00:00:20
<b>Session 4</b>			
106	00:28:05	04:47:42	00:00:20



## Audience Surveys

Customer-branded viewer surveys collect feedback from viewers and report both aggregate and detailed results on a password-protected website.

## Testing and Dynamic Certificates

The Capital Reach testing feature provides online test taking, immediate feedback for incorrect (or all) responses, automatic grading, and the ability to generate a continuing-education certificate for passing scores. Test reporting provides aggregate and specific user details from a password-protected website. Customers can also purchase this feature as a stand-alone testing application without a webcast.



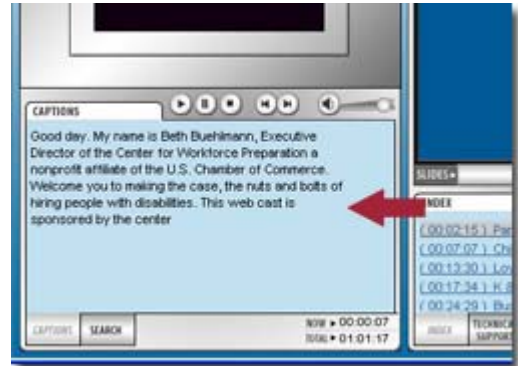
## CD-ROM Publishing

To reach those viewers where the online delivery of a webcast is not optimal, the sessions can be published to a CD-ROM.



### Synchronized Transcripts (Captions)

An easy to read text transcript of the audio is synchronized with the presentation. This feature is especially popular where English is a second language of the viewer or presenter, in either case making the audio presentation more difficult to follow. Multi-language transcription is also available.



### Keyword Search

Seeks to points in the webcast where specific keywords are mentioned. Search is a no-cost upgrade for all webcasts with synchronized transcripts.



### Customized Registration

Capital Reach offers customized registration with up to 30 questions. This open registration system allows any viewer to register and view the session. We also offer password-based registration that limits viewership to a customer-determined list, and subscription and pay-per-view.

The collected registration information is made available from a password-protected website and is linked to viewing data.

A confirmation e-mail is sent to registrants along with system requirements. Other forms of e-mail messages such as "Thank You for Attending" are also available.

### System Tester

An automatic system tester utility checks a viewer's system to ensure they have the required technology installed on their computer.





## Service Methods

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Capital Reach offers three different service methods tailored to each customer's budget and available internal resources.

### ***SummitCast***

SummitCast is our full-service offering for conferences with time-sensitive online requirements. With SummitCast services, Capital Reach works closely with the customer's audio/video vendor (before, during and after your event) to ensure a seamless hand-off from recorded media to online interactive content. Our team travels to your event to coordinate collection of media assets and capture media synchronization information, such as timing for PowerPoint slides and index points. If audio and video production services are needed, Capital Reach draws on a nationwide network of service providers to capture source media for the webcast.

SummitCast is optimal for organizations that have budgeted for the event and do not have qualified resources to dedicate to on-site collection and coordination of webcast content. If your content is time-sensitive, our SummitCast service offers an optional 24-hour turnaround.

### ***EconoCast***

EconoCast is our lower-cost alternative for customers with smaller budgets that would still like the full-suite of compelling features that Capital Reach customers enjoy. Although the customer takes over the responsibility for collection of webcast media assets (such as audio or video tapes, PowerPoint slides, and speaker photos), the same online webcast features as SummitCast are available in our EconoCast offering. After receiving the media assets, Capital Reach transforms your content into interactive online sessions.

EconoCast is optimal for organizations with lower budgets with content that can wait 5 to 10 business days to be posted online.

### ***SelfCast***

SelfCast puts the power and reach of our technology in your hands. Capital Reach trains your staff to use our tools to post content to our centrally-hosted application servers. Capital Reach manages the servers and supports you every step of the way, but you're in control of your content.

SelfCast is optimal for organizations that are looking to post a large number of interactive webcasts online at a very low-cost.