

Overview

Keeping a large, globally dispersed workforce well informed is critical to success. Live, interactive video is the cornerstone of any enterprise company's communication plan. While this medium presents unique engagement opportunities between presenter and audience, challenges can also arise around your network's ability to provide a high-quality streaming experience.

To be sure your communications aren't interrupted by the dreaded buffering wheel, the Intrado Event Cloud® offers multiple options to ensure your audience has a flawless video experience.

Adaptive Bit Rate



Intrado's webcasting technology includes adaptive bit rate streaming, which allows the video player to

detect the amount of bandwidth a viewer has available to them and then adjusts the quality of the video accordingly. This benefits users on congested networks as they are still provided with the best viewing experience possible, minimizing buffering and/or freezing of the video.

Multicast



Multicast is a technology that allows Intrado's webcasting tool to stream to a multicast source in the client's network. That source then delivers video across the multicast network so that audience members no longer need to connect out to the general internet to view their video. This is beneficial to enterprises with multicast in place that want to leverage it when broadcasting to an internal audience.

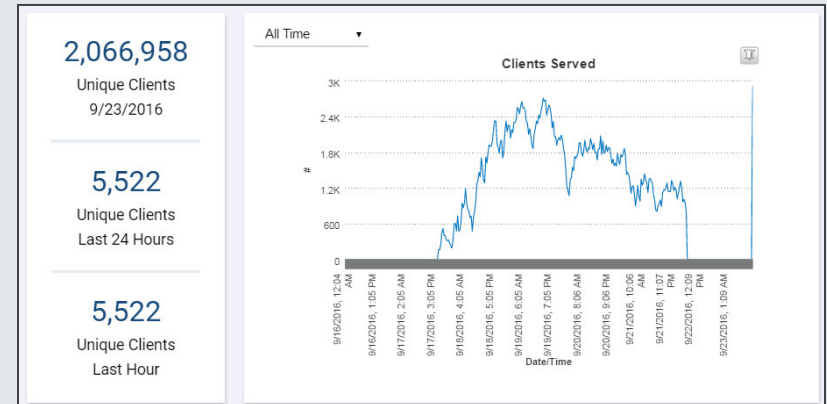
Amplify



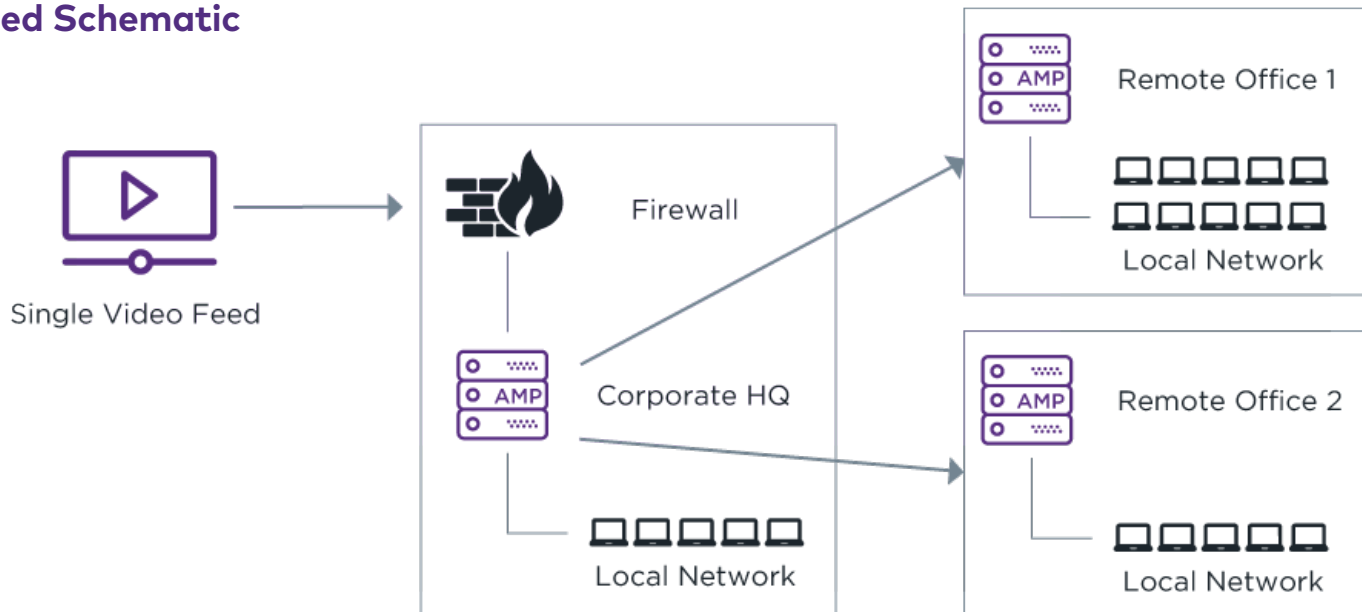
Amplify is Intrado's Adaptive Caching (IAC) server-level application developed for optimizing the delivery of Intrado Studio live and on-demand streaming inside an enterprise network. Amplify offers many of the same advantages of multicast or edge server deployments without the complexity and high cost. Unique benefits include: optimized slide delivery, support for adaptive bitrate streaming and native delivery on mobile devices.

Amplify Key Features

- Adaptive bit rate delivery
- Position video content behind your corporate firewall
- No dedicated hardware requirements
- Optimization of entire webcast experience including video, slides and screen sharing
- Measure video performance and QoE (Quality of Experience) metrics



Amplify – Detailed Schematic



Multicast vs. Amplify Comparison

Feature	Multicast	Amplify (IAC)
H.264 Codec	✓	✓
Adaptive Bit Rate	✗	✓
Requires No Software Purchase	✗	✓
Delivers Slide Media, In Addition to Video Streams	✗	✓
Displays Screen Sharing	✗	✓
Displays Video Slides	✗	✓
Supports Mobile Native App	✗	✓
Supports Mobile HTML5	✗	✓
Supports WiFi	✗	✓
Does Not Require Firewall Exceptions	✗	✓
Minimizes Internet Bandwidth Required	✓	✓
Minimizes Local Network Bandwidth Required	✓	✓
One-Time Configuration	✗	✓
Supports Multiple Concurrent Webcasts	✗	✓
Supports Complex Network Topologies	✗	✓
Supports On-Demand Video	✗	✓
Survey Results	✗	✓