



Intrado Studio:

Turn Boring Presentations Into Memorable Experiences

Intrado Studio provides companies with a **simple** and **cost-effective** solution to deliver powerful audio and video presentations to a **global audience**. With **live**, **simulive**, and **on-demand** broadcasting options, you have the power to control when and how your content is delivered.

The interactive interface enhances the viewer's experience by giving you the flexibility to customize the look and feel of your webcast layout. Interactivity tools such as, **live chat**, **Q&A** and **polling questions** are just a few of the features that keep your audience engaged. **Real-time reporting** and **analytics dashboards** give you the data you need to maximize the effectiveness of your programs.

With the **industry's leading mobile experience**, our platform is designed to support all users anytime, anywhere and from any device.

Common Pain Points

Whether you're hosting your first webcast or looking to upgrade to a new solution – you're not alone. Our diverse customers share one thing in common – they all have challenges made worse by costly and/or ineffective communications which lead to some of these pain points:



Poor audience retention



Inconsistent messaging



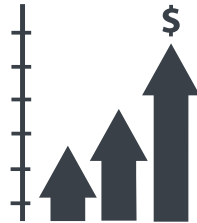
Inability to measure impact



Multiple communication tools



Slow time to market



Incremental revenue growth



Rising costs in travel and accessibility to key stakeholders



Dispersed audience

Lack of engagement



Key Benefits

Intrado Studio can be used stand-alone or within an Virtual Event experience. Intrado Studio can provide you with the resources and tools that will allow you to deliver engaging content to audiences around the world with a click of a button.

Benefits of Intrado Studio:

- **Cost Savings With Cloud Communications:** Broadcast live or pre-recorded content through the "studio in the cloud" to avoid the need for high-cost production studios and equipment.
- **Global Scale:** Communicate effectively and authentically to a dispersed audience that might not be able to travel or attend physical events.
- **Simple Delivery and Syndication:** Stream with a click of a button to several destinations at once including social channels and OTT devices.
- **Enterprise Ready Integrations:** Integrate easily with other enterprise software solutions for a streamlined technology stack.



Common Pain Points

Are you looking to broadcast your presentation to a global audience? Perhaps you want to host an **internal company update** or **launch an external demand generation campaign** designed to fuel the sales pipeline. The truth is there are many use cases out there but finding the right solution isn't easy. Intrado Studio is the most flexible option to deliver powerful presentations to any audience.

Our customers have found success for many different applications including:



Lead Generation



Virtual Town Hall



Sales Kickoff



Education and Training



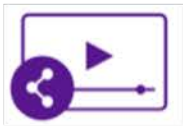
News Desk



Thought Leadership

Core Capabilities

Intrado's products draw upon our award-winning video platform for the enterprise, empowering you to create engaging online experiences that drive business results. Powerful interactive tools and features not only enhance the virtual experience for your audience, they also enable you to measure the success of your programs.



Video Syndication



HTML 5



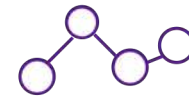
Bandwidth Optimization



Audience Engagement



Enterprise Integrations



Real-Time Reporting



Branded Experiences



Mobile Responsive



Accessibility

Flexible Presentation Design

The image shows a computer monitor displaying a webcast interface. The interface includes a video feed of two people, a title bar with '13.3 Product Launch', a call-to-action button 'Katherine, get Intrado Studio!', a live agenda on the right, and a bottom control bar with social media and chat icons. Green arrows point from text callouts to these specific features.

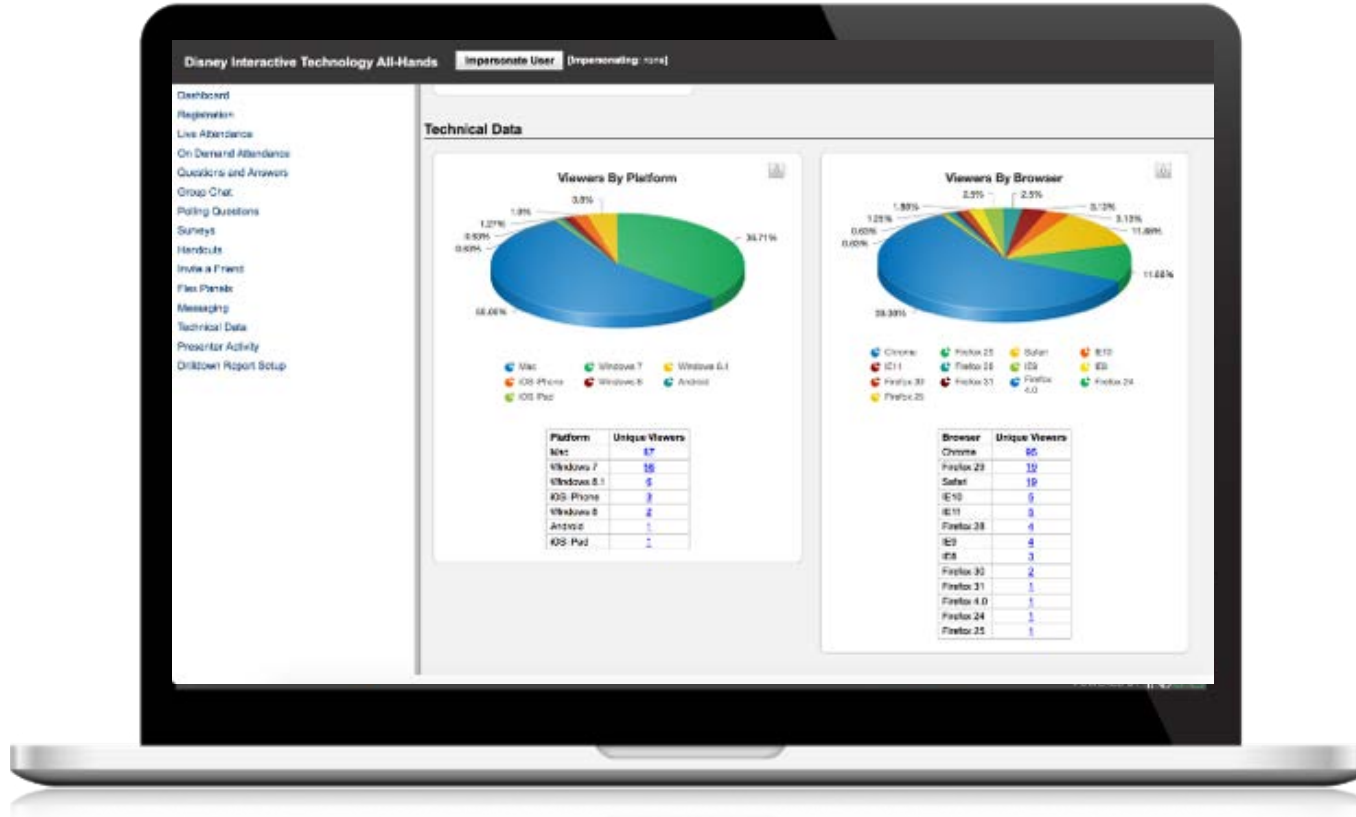
Callouts:

- Top Left:** Add your company logo and customize background and color theme
- Top Right:** Include call-to-action buttons
- Right Side:** Live agenda displays the contents and progress of the presentation at a glance
- Bottom:** Interactive widget options including Q&A, chat, social media integration, handouts and more!
- Bottom Left (Purple Circle):** Personalize the look and feel of your webcast
- Left Side:** Flexible panels can be repositioned and resized

Metrics Dashboard

Gain valuable insights into your target audience by capturing multiple user touchpoints, including profile information and attendee interactivity.

More effective campaigns are delivered by the multi-dimensional view of a user's content interests and social engagements, derived from all the actions the user took in a webcast. These valuable insights help you better understand your audience, enable smarter follow-up and help you qualify your leads to increase the success of your campaigns.



About Intrado Digital Media

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advances the way companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify, and measure.

Visit www.intrado.com/Digital-Media to learn more.

