



**On-Demand  
Learning  
Platform**

**create | deliver visual learning | training**

*"Because MediaCAST™ tools are easy for teachers to use, we've gone from providing lists of links to interaction and actual learning."*



**ON YOUR PCs**

**ON YOUR TVs**

*"What began as a solution for digitizing our A/V library has become a springboard for a full digital curriculum and assessment program."*

**MediaCAST™** delivers high-quality video, audio and media to classrooms using existing computers, displays and projectors. It's very easy to use, running within a Web browser. In the common areas, **MediaCAST Viewer™** provides access to **MediaCAST™** features and content from a handheld remote.



**MediaCAST™**

**MediaCAST™** is an integrated platform for creating and managing multimedia content and delivering on-demand learning. It is a browser-based suite of easy-to-use digital tools and Web services, combined with a centralized repository where you manage files, metadata and copyrights. Upload existing content. Create new content. Add captions.

Support all video and audio formats along with PC and Mac media files, documents, images and learning objects. Deliver high-definition multimedia to classrooms, auditoriums, halls and lobbies. Give students, instructors and staff access to their work from anywhere. The **MediaCAST™** platform creates new, collaborative opportunities for increasing student achievement and staff development.

Call us today—**800 474-5128**—to discuss a cost-effective **MediaCAST™** solution for your school district, school, service center, consortium or library.

- ▶ **Digital content management**
- ▶ **Video and audio on-demand**
- ▶ **Media-rich courses**
- ▶ **Media encoding**
- ▶ **Copyright and Fair Use compliance**
- ▶ **Live IP video broadcasting**
- ▶ **Digital bulletin board and signage**
- ▶ **Application streaming**
- ▶ **VoIP collaboration**
- ▶ **Videoconferencing**
- ▶ **Education standards correlation**

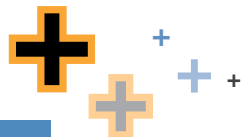


**Inventive**

MediaCAST™ platform provides the benefits of a content management system, a digital rights management system and a media delivery system merged into one familiar, browser-based interface.

Seamlessly Integrated Modules (SIMs) are used to customize MediaCAST™ and can be added to the system at any time. SIMs allow you to configure your system to meet the requirements of your education, training and communication initiatives. Call us for information—800 474-5128.

## PLATFORM



## Seamlessly Integrated Modules (SIMs)

- ▶ **Content Repository**  
Digital storage and retrieval
- ▶ **On-Demand Digital Library**  
Import library/course data, XML content
- ▶ **Media Production Tools**  
Snag-A-Segment™, External URL Builder™, Link Builder™
- ▶ **Copyright Management**  
Ensure compliance through Fair Use Manager™
- ▶ **Metadata Management**  
Enables relational cross-reference searches
- ▶ **Standards Correlation**  
Integrate learning assessment
- ▶ **Collaboration**  
Create & reuse learning objects
- ▶ **Digital Rights Management**  
Publish content; ecommerce integration

**Media Appliances™**  
Digital media servers store and deliver streaming video, audio and multimedia content. They are preconfigured, reliable and scalable—add more as demand grows.

**Enterprise Management™**  
Load-balancing and content replication for media content farms—provides limitless scalability for today's demands and the future. Whether you have T1 lines between sites, wireless or GB fiber, these tools provide the necessary back-end capabilities of a robust platform.

**LDAP / Active Directory**  
Single sign-on & authentication to LDAP, Microsoft Active Directory and Novell e-Directory.

**UltraCAST™**  
Application streaming via thin-client technology. Microsoft Terminal Services & Citrix compatible. Web-enable your software for anytime, anywhere access. Even skip computer refresh cycles for substantial budget savings.

**Plug&Play Learning Content**  
Digital video, audio and learning resources from leading educational publishers. Already digital, already licensed and ready to use.

**Kiosk Central™**  
Digital bulletin board and signage. Share information with all your constituents in realtime. Use all-call to broadcast morning announcements or emergency mode for special event notices. Available from any PC or **Display Station** on LCD/plasma screens.

**MediaCAST Viewer™**  
TV and media on-demand in locations without a PC—hallways, entries, offices and auditoriums.

**MediaCAST Construct™**  
Create and deliver media-centric online learning courses and lessons.

**MediaCAST ePortfolio™**  
Web-enabled portfolio for documentation of student work, authentic assessment and career promotion with video resumes.

**Desktop Share™**  
Broadcast your screen one-to-many or let a student present to the instructor or whole class.

**IP Contact™**  
Videoconferencing software solution for multipoint IP interactive conferencing on any PC. Record, store and retrieve videoconferences on-demand.

**MediaBroadcaster™**  
Stream live TV channels over your network. Record, store and make TV available on-demand using **WebControl and Scheduling™** tools. Rack-mounted video encoding solution for your data center.

**MediaCreator™**  
Convert traditional VHS, DVD, audiocassette and print resources into optimized digital streaming formats.

**SportsCAST™**  
Wireless backpack system for live IP video broadcasting.

**MediaCAST Express™**  
Use hosted bandwidth and streaming for your distance learning program.

### MediaCAST™ is:

- ▶ **Browser-based** for easy deployment
- ▶ **100% participation**—Windows and Mac
- ▶ **Digital formats** supported: Digital images, photos, live multicast or unicast broadcasts, animations, text, documents, multimedia presentations, Web pages, website links, Intranet sites & video & audio formats: Windows Media streaming, Flash, Apple Darwin (QuickTime), Real Helix, MPEG1, 2 & 4

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