MediaCAST

BLACKBOARD® MODULE

Bb — Blackboard

CORE FEATURES

- Search MediaCAST digital content repository from within Blackboard.

- Add "searched for" content results as a linked resource to Blackboard for future reference by students in their courses.

- Resource link is seamlessly integrated into MediaCAST so that the user does not have to register or create a MediaCAST account to view the content.

- Resource links are managed by instructors, course creators and admins. These are direct links to the MediaCAST digital repository so they are editable and updateable from within Blackboard.

- Manage and deliver video, audio, Flash presentations, Camtasia®, and all other multimedia files for your course enhancement.

- Copyright Fair Use and Teach Act management

- Scalable streaming

MediaCAST for Blackboard adds a media streaming engine to your Blackboard course management system

MediaCAST offers its Blackboard integration module to provide a robust digital content repository and streaming platform for organizations utilizing Blackboard for their course management system.

This software add-on to MediaCAST seamlessly integrates with Blackboard. It extends the capabilities of Blackboard with management, tracking, reporting, storage and delivery of digital media assets and content resources in a wide-range of file formats.

MediaCAST's high-performance streaming servers and scalable storage combine with its search engine to enhance traditional text and image-based coursework. Rich multimedia includes streaming video, live broadcasts, audio, podcasts, flash presentations, electronic whiteboard files and an array of document formats.

Additionally, through MediaCAST's suite of add-on modules, your Blackboard initiative can be enhanced with lecture capture, live IPTV, webcasting and application streaming.

Once a Blackboard course is enabled by MediaCAST, a new activity type appears called MediaCAST Resources. This adds a MediaCAST search box directly to the course and allows the instructor or course administrator to search the digital repository from within Blackboard.

Upon locating a resource or learning object it can be added directly into the course for students to view. As students view coursework they can see a list of media resources available for the course. When the student clicks on a resource, the media plays in a new window without requiring them to login again.

Since the resource URL link is tied to a particular course, its usage is tracked and can be reported within MediaCAST.

MediaCAST's Digital Rights Management (DRM) allows content to be protected to help organizations with their compliance with licensing from publishers as well as the Copyright, Fair Use and Teach Act guidelines. Digital rights settings and permission controls set on the resource within MediaCAST are kept intact even when viewing through a Blackboard course. DRM settings include setting expiration dates, number of licenses, password protection, runtime limits, LDAP/AD group restrictions, pay-per-view with PayPal integration and more.

The MediaCAST Search box can be added to Blackboard courses through the MediaCAST Admin page. This will provide Blackboard administrators a list of all their course categories in Blackboard.
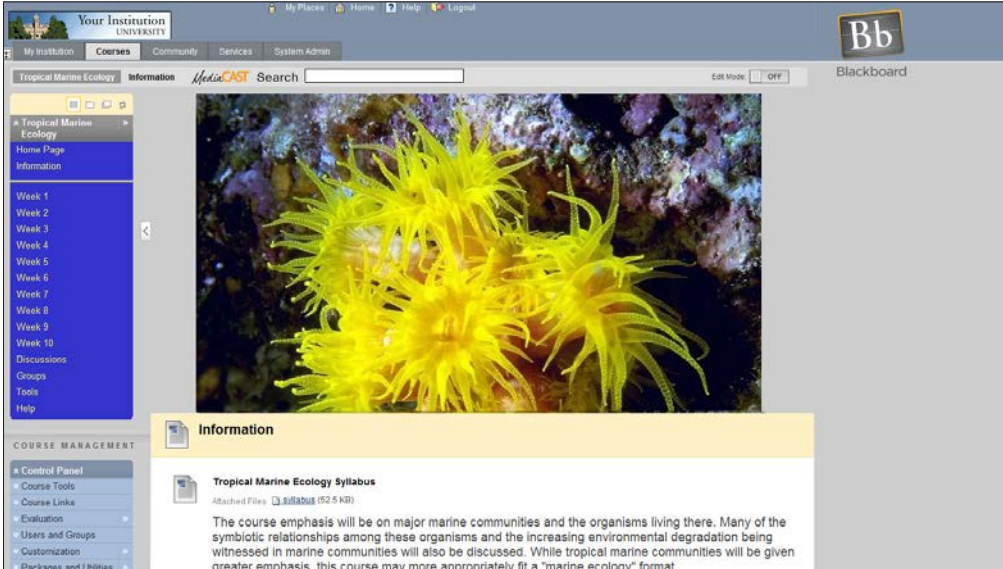
Select an entire category or choose courses individually and click "Add Search Module" – this adds the search box. Now, MediaCAST is enabled for instructors to use within Blackboard courses.

MediaCAST Seamless Integration Provides Blackboard With...

- Digital content & media resource repository
- Video streaming (Windows Media, Flash, H.264/Mpeg4, QuickTime, Mpeg 1, Mpeg 2)
- Live video broadcasting
- Podcasts and iTunes® content synchronization supported
- Delivery of other formats including: PDF, PowerPoint, Word, Excel, Camtasia®, Impatica™, Promethean® Flipcharts, Smart® Notebook files, images/graphics, web site URLs, etc.
- eBook delivery and management (Kindle™, iPad™, NOOK™, etc.)
- Copyright, Fair Use, Teach Act compliance tools
- Content protection, licensing, tracking and reporting
- LDAP/AD/eDirectory integration
- Blackboard user account integration
- Education standards pre-loaded for each state