

## Why Choose INTERVU?

INTERVU is the leading provider of online audio and video delivery solutions. Our focus is on helping our customers successfully prepare, promote and distribute their content online. Whether your audio or video content is live or on-demand, you'll find that INTERVU has the most comprehensive, well-architected solutions available in the marketplace today.

There are specific reasons why leading companies with mission-critical content such as CNN, NBC, VH1, MTV, and the House of Blues turn to INTERVU. INTERVU brings three key benefits to the industry:

### patented network

The INTERVU network is the highest-performance video distribution network available in terms of reliability, flexibility and intelligent distribution. Our network is so innovative, it's patented. This unrivaled infrastructure gives us the ability to stream in multiple formats (including Windows Media 4.0, RealSystem G2 and QuickTime) simultaneously.

### experience

We have 5 years of experience in the distribution of online video and audio and have successfully managed thousands of events, including many of the highest-volume, highest-profile Internet events to date. Our Webcasting teams, project managers and Web integrators are the most experienced in the business and can take your project smoothly from the conceptual stage to Web success.

### tools

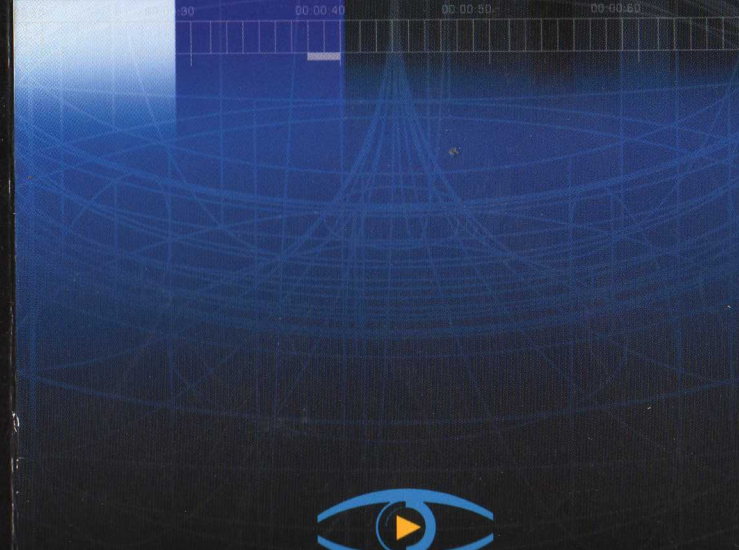
Only INTERVU offers a comprehensive suite of tools to enable you to create, publish and promote content on the Internet. Our proprietary tools include extensive video publishing and content management systems including INTERVU Publish; promotional tools for online events including INTERVU Audience™ and Usher™; and cutting-edge presentation broadcasting tools including INTERVU Netpodium® and INTERVU Presents™.



**INTERVU**

Where the Web is moving

# ONLINE AUDIO & VIDEO SOLUTIONS





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## COMPREHENSIVE WEBCAST SOLUTIONS

### Web event broadcasting solutions.

INTERVU offers the best in end-to-end streaming solutions for live Web events, enabling you to broadcast your live content on the Web in any format, at any bandwidth, to any audience, no matter how large.

### Interactive solutions.

INTERVU Netpodium® brings interactivity to your live event, enabling you to broadcast your message to an audience of thousands while at the same time allowing real-time feedback and audience interaction.

INTERVU's specialized production crews, producers and experienced seasoned industry professionals, ensuring the success of your event.

**Global Distribution.** Our signal acquisition capabilities include all transmission means including satellite feeds, T1, ISDN, and Vyxx.

## EFFECTIVE MEDIA-ON-DEMAND

Comprehensive media-on-demand services can bring pre-recorded video and audio to your Web site with ease. INTERVU allows you to provide superior video and audio quality on a network specifically designed for multimedia delivery. By offering a complete solution to span all video and audio formats, INTERVU makes on-demand media turnkey and cost-effective for your Web site.

## NET-EDGE PRESENTATION BROADCASTING

Netpodium® is the only interactive, Web-centric events solution based on streaming media technology. Netpodium offers live

a one-to-many presentation with the power of one-to-one marketing. Whether you need to launch a new product, hold a press conference or simply conduct a company meeting, Netpodium® will help reduce both your costs and time to market.



For simplified, automated presentation broadcasting without the need for interactivity, INTERVU Presents offers a user-friendly vehicle for broadcasting audio and video with synchronized Microsoft® PowerPoint® slides via the Web.

## SUPERIOR REPORTING

INTERVU's detailed audio and video reporting for both live events and on-demand services allows you to better understand your viewers in order to target your audience for advertising and sponsorships. These reports provide such key statistics as the total number of views your event generated, the average length of time per view and the number of unique views received.

## MULTIPLE FORMAT ENCODING

INTERVU's encoding process converts analog video content into multiple digital formats including RealSystem™ G2, Microsoft® Windows® Media, QuickTime®, AVI and MPEG. The material can be encoded at multiple data rates, from standard 28.8 and 56 Kbps to broadband files of 300K, 750K, and 1.5 Mbps for TV-broadcast quality. INTERVU utilizes enterprise-grade, state-of-the-art equipment, ensuring the best possible translation of your material.

## POWERFUL PROMOTIONAL VEHICLES

INTERVU's promotional tools can make your event a success by both



that traffic through a well-delivered, well-publicized event. By utilizing INTERVU Audience™ to manage extensive interrelated content and multiple live events, you can create your own branded channel to build an audience for your event and communicate directly with them. INTERVU Audience also offers e-ticketing services and a unique, client-branded desktop reminder system to bring viewers directly to your event as it begins.



By contrast, INTERVU's Web-based event reminder system, Usher™, is ideal for one-time events. It provides email reminders with audio attachments, requires no downloading, and is simple for end-users to use.

## PATENTED HIGH-PERFORMANCE NETWORK DELIVERY

INTERVU's patented, high-performance network is the most reliable, flexible and intelligently distributed in the industry. Its unprecedented load-balanced architecture is comprised of strategically distributed Media Delivery Centers throughout the U.S. and in Europe. The result is unparalleled reliability for detecting and correcting outages and bottlenecks, and the unique ability to successfully manage and deliver large audio and video files of the highest quality to audiences of any size. The network is codec-independent, meaning it can deliver multimedia in all major digital formats simultaneously.

Successful live video delivery requires a high-capacity network to reliably provide simultaneous users with high-performance picture and sound in the format that meets their needs. INTERVU's network will do this while providing round-the-clock performance