



Video Streaming & Digital Content Management

MediaCAST Platform

HOW DOES IT WORK?

MediaCAST centralizes and manages the storage and delivery of your existing media collections, user-generated content and third party video libraries. Users have access to all institution media through a single easy-to-use web interface, from any computer, mobile device, LMS or public website.

Reliable and scalable, the MediaCAST system has a solution to fit every size institution. It can be deployed at one location, in the cloud or scaled to support hundreds of sites for the largest enterprise.

By utilizing an institution's WAN/LAN, MediaCAST helps institutions add live broadcasting and on-demand streaming on the local network, without increasing demand on public Internet bandwidth. Off-site cloud hosted services are available to accommodate online and distance learning programs and solve bandwidth limitations.

DIGITAL CONTENT PLATFORM

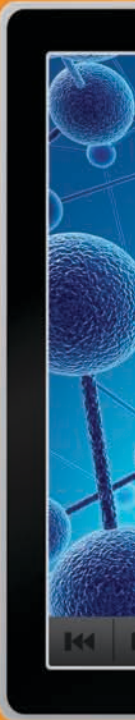
Not just video! MediaCAST is unique in its ability to support audio files, eBooks, digital textbooks, documents, PDFs, presentations, images, video conferences and podcasts. All resources are easily uploaded, searchable and viewed on-demand— copyrights and licenses protected, tracked and managed.

LIVE BROADCASTING

Campus announcements, lectures and events can be broadcast live to select users on campus, common-area displays or anyone around the world.

PLATFORM MEDIA PLAYER

The media player page allows users to play selected resources, view related titles, read information about the clip, see supporting material, access connected LMS courses and utilize the media toolbox. Featured tools include, My Favorites, Snag-A-Segment™, Send to iPad, Link to LMS and Closed Captioning.





customize colors, logo and title



Why Institutions Choose MediaCAST

- » Supports all major video formats as well as audio, images, eBooks/digital textbooks, whiteboard presentations, documents and many other multimedia formats
- » Available as local install, cloud hosted or hybrid solution
- » Connects with ALL leading Learning Management Systems
- » Connects iPads to centralized digital library through easy-to-use iPad App
- » Centralizes eBook libraries and content licensing with Copyright Manager
- » Integrates LDAP/eDirectory/Active Directory usernames and passwords
- » Allows large institutions to increase their availability with the Enterprise Content Manager
- » Allows you full customization of interface colors, logo, title, categories and Portal menu
- » Proven technology and the choice of hundreds of schools nationwide

Add-on Modules

MediaCAST's modules add capabilities to the core digital content streaming platform. A 360° seamless integration between platform and modules allow schools to add new technologies and utilize their digital content in many ways through a single system.

→ LMS INTEGRATION

For schools using Blackboard®, Moodle®, Desire2Learn®, Angel® or WebCT® for their CMS/LMS, MediaCAST has a module that extends your CMS/LMS' capabilities to include the management, tracking, reporting, storage and on-demand delivery of digital media assets. This module allows institutions to enhance traditional text and image-based coursework to include multimedia, streaming video, live broadcasts, audio, podcasts and flash presentations.



→ IPAD APP

MediaCAST's iPad app allows institutions to manage digital content on iPads. It provides access to content stored on MediaCAST servers directly from their iPads and pushes content to iPads for local playback and license control. It helps eliminate infrastructure issues presented by a growing population of mobile devices, while ensuring that your educational media is available 24/7, in the classroom and on the go.

→ MEDIA PORTAL

MediaCAST's Media Portal lets institutions share events with the world through a customizable media player embedded in their public website. The Portal lets administrators set up channels ("Athletics," "Performances," "Speakers," "Clubs" etc.) and populate them with media from the MediaCAST digital library.

→ ENTERPRISE MEDIA MANAGER

MediaCAST's Enterprise Media Management helps high-demand organizations increase their five 9's of availability. This software adds support for automatic content replication, replication queuing, creation of multiple media server farms, management of dispersed media farms and media server load-balancing. Content is delivered to users from 'best' location based on availability and server load.

→ DIGITAL IPTV

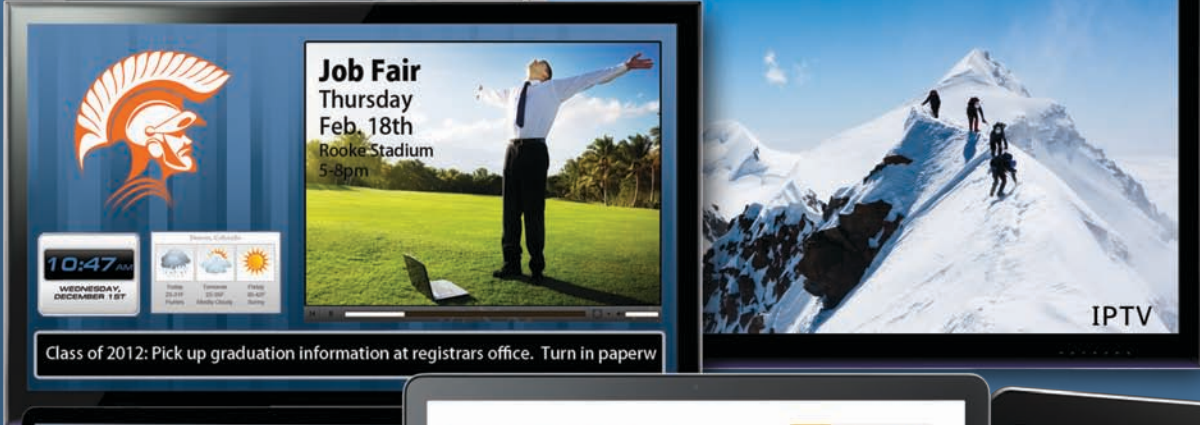
Distribute IPTV campus-wide, while increasing channel control, minimizing licensing costs and eliminating expensive analog to digital conversion concerns. Record programs for on-demand viewing, segmenting and LMS integration. Copyright tools allow protection and help track educational use.

→ LDAP/ACTIVE DIRECTORY/eDIRECTORY

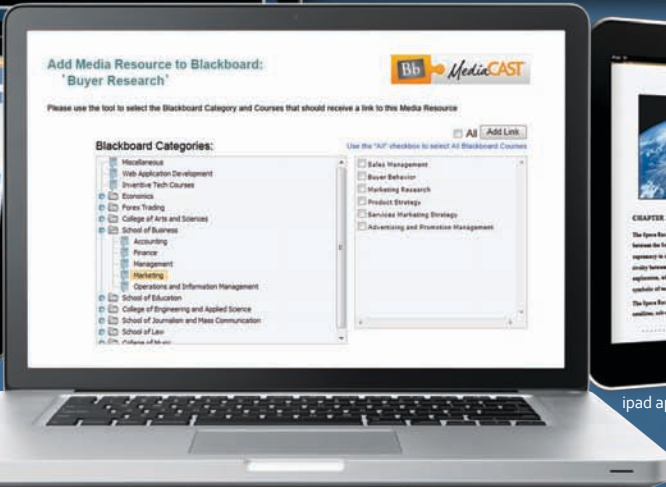
The user authentication module lets organizations that already have a user management system utilize current usernames, passwords and permission information in MediaCAST.

recordable digital iptv

kiosk central digital signage



live presenter videoconferencing



ipad app

add video to your online courses : lms module

KIOSK CENTRAL : DIGITAL SIGNAGE

MediaCAST's Kiosk Central combines IP video streaming and digital signage to bring you a complete integrated visual communication tool. Playlists can include video, audio, websites, PowerPoints and more. Live video feeds or on-demand content can be broadcast to one display, a whole school or every building simultaneously. One admin level user can control every display in every school for emergency announcements or district-wide alerts.

DIGITAL ENCODING

Add cds, vhs tapes and dvds to your digital library.

SPORTSCAST

Mobile device for live broadcasting and recording.

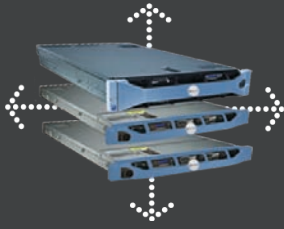
EXPRESS

Hybrid and hosted bandwidth solutions.

LIVE PRESENTER : VIDEOCONFERENCING

MediaCAST's desktop video conferencing module, Live Presenter, combines interactive live communication and rich media to create a complete visual instruction solution. The Live Presenter engine is a server that handles hundreds of simultaneous participants across many videoconferences. Sessions can be recorded and archived in the digital library for on-demand viewing.

Architecture & Deployment Models



LOCAL INSTALLATION

Use our hardware or yours.

Enjoy the benefits of our non-proprietary approach.

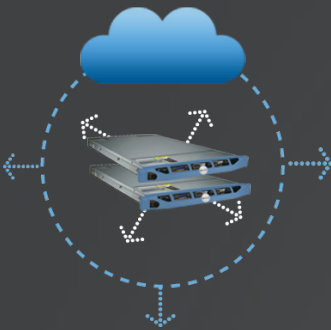
Hardware installed in a single data center provides the highest possible performance to every building and classroom in the institution.



CLOUD HOSTED EDITION

Use our bandwidth and storage, not yours. No hardware to buy, maintain or support. Bandwidth to support hundreds of simultaneous streams.

Subscription-based service that utilizes streaming bandwidth from multiple high-performance hosting facilities. Hybrid and hosted options available.



HYBRID

Never stream over your internet connection.

The best of cloud and local installation.

A combination of local installation and the cloud hosted edition. Stream through local media servers and over your WAN/LAN on-campus and use our bandwidth for off-campus access. Perfect solution for schools with distance learning programs or a high percentage of students living off-campus.



VM VIRTUALIZED & SAN EDITIONS

Reduce data room footprint by utilizing existing hardware.

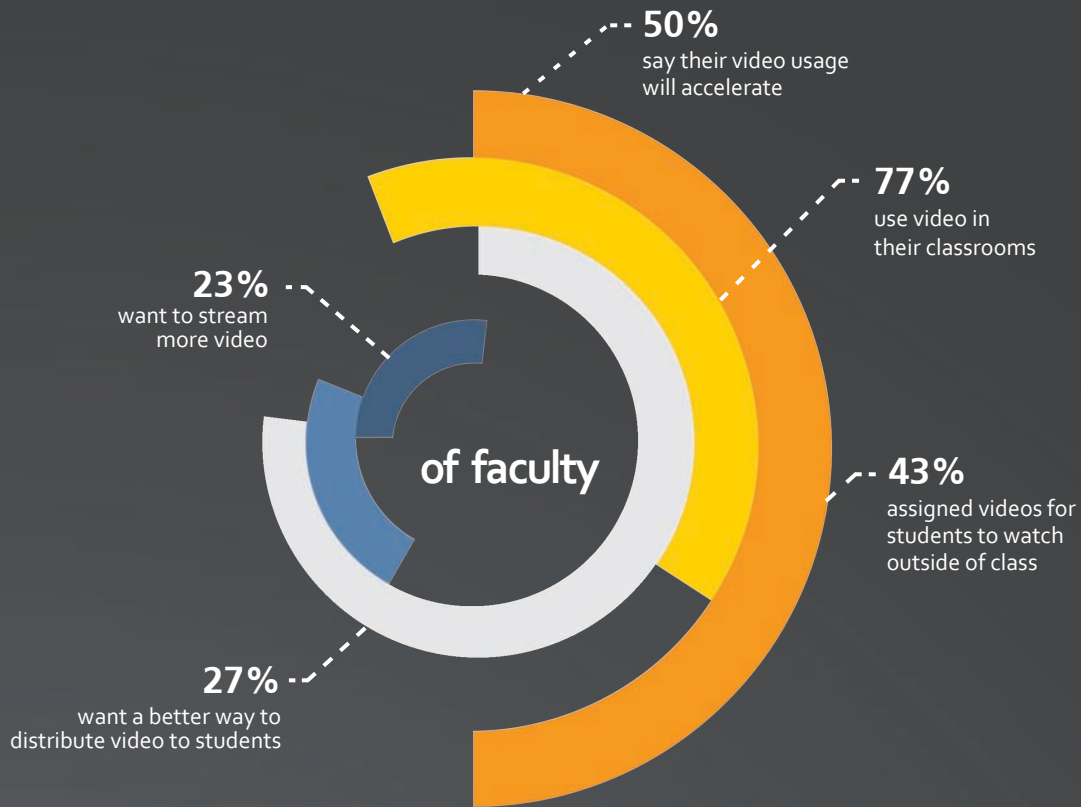
Capitalize on current investments.

In the VM Virtualized Edition, multiple servers with a single function are virtualized onto a single robust server. This reduces the number of servers required, making for a smaller data room footprint and minimizes the number of devices IT staff need to support.

The SAN Edition allocates storage from your SAN for content storage and streaming, allowing disk volumes to be expanded on the fly as demand grows.



Now is the Time for Centralized Streaming



MediaCAST Makes Video Streaming Easy

Largest Obstacles To Video Use With Current Tools as Identified By Faculty

- 43%** say difficulty in finding appropriate materials
- 40%** say students want more material on-demand
- 27%** say they can't create a segment from a video
- 23%** say outdated formats and not having enough library copies
- 20%** say copyright issues

MediaCAST Solution

- federated search across all content libraries and user-generated content
- 24/7 on-demand access and iPad app for mobile viewing
- Snag-A-Segment™ tool
- License control, digitize VHS tapes and DVDs
- Integrated easy-to-use copyright and Fair use tools

VIDEO AND STREAMING MEDIA USE CASES

- » A Religion professor from Colorado continued teaching her courses from Jerusalem. She recorded her journey on a mini-cam, added a narrative and uploaded the files to the institution's online course. Students accessed the video lectures on-demand from links in the LMS course.
Used: MediaCAST Hybrid Install and LMS module
- » A Business Finance class hosted a conference for future financial analysts from all over the US. They broadcast conference presentations through the MediaCAST Media Portal embedded in the Business School's website.
Used: MediaCAST Cloud Edition, OnLocation Cart and Media Portal
- » A speech pathology professor took segments from 60 and 90 minute videos, used the closed captioning tool to enhance them and incorporated the segments into her daily lectures.
Used: MediaCAST Local Install, Closed Captioning and Snag-A-Segment tools
- » A Humanities professor created a project where students would spend a day with a homeless person and record their experience. Videos were uploaded to the streaming platform and made available only to students in HUMN301.
Used: MediaCAST Cloud Edition
- » The College of Music presented a free concert that had too large of an audience to fit in the Music Hall. They used a wireless hand-held broadcasting unit to stream it to LCD screens across campus and to a media player on the campus website.
Used: MediaCAST Local Install, Kiosk Central, SportsCAST and Media Portal
- » A community college transitioned from physical textbooks to iPads and digital textbooks. They used MediaCAST's iPad App to distribute each student's digital textbooks to their iPads. Expiration dates were set for the day after finals, to ensure the digital textbooks would automatically be removed from student iPads and the licenses returned to the college.
Used: MediaCAST Hybrid Install and iPad App



CONTACT US: call 800-474-5128 x1 or email info@inventivetec.com

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