

Webcasting Solutions

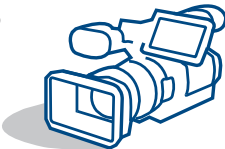
✓ Plan



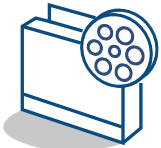
Whatever your expectations, our professional broadcast engineers will plan a Webcast that works for you. Implex has planned webcasts for thousands of events from analyst meetings for Target and city council meetings for Minneapolis to new product launches for 3M.

✓ Produce

Some of our clients choose to broadcast a live event while others choose to record a presentation, edit it with production tools and then make it available in an online format immediately.



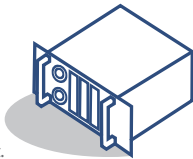
✓ Acquire



Whether your event is live or taped Implex can assist you in making sure your event is successfully captured using the latest media and equipment available.

✓ Encode

All raw media data is compressed and converted into a 'streamable' format. Encoding is a critical step that prepares your media for seamless delivery over the internet.



✓ Distribute



In the QwikCast® command center the encoded media is pulled to a server and pushed out onto the internet or other network infrastructure in real time as either a 'live broadcast' or as a stored file to be used 'on-demand'.

Who Uses QwikCast® Webcasting? People Just Like You Do.

In 1997, Implex was a pioneer in developing one of the first Webcast applications - simply called QwikCast®. For over a decade, our team has facilitated "Webcast Solutions" for the likes of: 3M, Target, Best Buy, ADC, Capella University, the University of Minnesota, The Humphrey Institute, the State of Minnesota and regional municipalities.

Implex QwikCast® Webcast Software

You should consider the QwikCast® Software license if you anticipate conducting regular (4+) monthly webcasts.

- **Control.** Total organizational webcast control & full integration with your I.T. infrastructure & networks.
- **Easy Install.** We provision your webcasting server and install the software with you.
- **Customize.** Customize every installation to mirror your branding & interface requirements.
- **No Surprises.** Just an annual license renewal, but you'll get unlimited usage, no "per seat" costs, and free updates, free training, and free technical support.
- **Integration.** We ensure the application resides in a single, physical location and is properly integrated.

Implex QwikCast® Webcasting Service

Organizations that anticipate occasional webcasts (3-4 per year) or do not have the necessary I.T. infrastructure or resources, should consider the managed QwikCast® Services model from Implex.

- **Service Options.** Either Implex, or you, can manage the entire technological & webcast experience.
- **Experience.** Our expert broadcast engineers bring actual TV network experience to your webcasts.
- **No Special Software.** Your viewers will only need a web browser - plus there is no "per seat / per viewer" cost and no licensing fee required.
- **Infrastructure.** Access to the Implex Data Center resources and access to global satellite and fiber networks - coordinated through QwikCast® Command.

Production Engineering and Encoding

Implex offers you a full webcast production service, either directly or through retailers, which includes everything needed to produce your webcast. We can provide you with full webcast production hardware, an encoder, a remote kit with cameras and microphones, and an experienced crew to make your event accessible online.

- **Full Service.** We fully manage live/on-demand streaming media services that take care of all aspects of online delivery, including: production, content acquisition, encoding, delivery & website integration.
- **Flexibility.** When on-site encoding is not an option, we offer the option of acquiring content on-location and streaming it through our webcast control facility.
- **Experience.** We are webcast production professionals and have produced several webcasts for many different industries and can deliver an event live - on short notice.

We Make Webcasting Fast



Implex QwikCast® System

QwikCast® makes high speed webcasting practical, simple and affordable. QwikCast® is a browser-based application that provides users with the ability to manage and distribute live and on-demand webcasts anywhere in the world!

Organizations of all sizes are discovering that webcasting is a powerful and cost-effective way to make communications more frequent, relevant and accessible.

Learn more at www.qwikcast.tv



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18 Years Experience. We've been providing connectivity and interactivity for the digital economy since 1991.

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