



Streaming

A Closer Look



For more information:

In the U.S.:
800.374.2441
www.intercall.com
info@intercall.com

In Canada:
877.333.2666
www.intercall.ca

When you pair InterCall's conferencing services with the power of the web, you have a way to broadcast your message to thousands of people. Whether you are hosting an audio, web or video event—or combining all three—InterCall gives you a way to cost effectively reach anyone around the world.

Through our strategic partnership with ON24, the global leader in webcasting and virtual event solutions, we bring you a tool that allows you to meet corporate and marketing initiatives such as lead generation, conferences and events, product launches, continuing professional education, internal communications and executive announcements.

TAKE ADVANTAGE OF WHAT YOUR AUDIENCE IS LOOKING FOR

As more and more business travel expenditures cut from budgets, businesses are looking for ways to capture remote audience attention just as if they were attending the event in person. With Streaming, cost and complexity are no longer barriers to creating powerful rich media communications. These communications will resonate with your audience and be remembered long after the event is finished.

WHEN DO YOU GET THE MOST FROM STREAMING?

Streaming is the best online solution for customers who are looking for events that include:

- + Minimal attendee interaction
- + Provide information to a geographically dispersed audience
- + Few-to-many information flow
- + No attendees downloads or plug-ins
- + Allows for an accelerated presenter learning curve (less than ½ hour)
- + Easily customizable attendee interface
- + High scalability
- + Pay-per-view capabilities
- + Advanced registration

Whatever large group communication needs your company might have, Streaming conveys your message simply and effectively. With Streaming, you can:

- + Announce corporate updates and initiatives
- + Launch new products
- + Comply with Reg FD for investor relations communications
- + Deliver information to customers and the press
- + Train employees and customers

THE RIGHT OPTION FOR ANY TYPE OF STREAMED EVENT

InterCall gives you many options for streaming, depending on your type of conference. Regardless of the type of Streaming you choose, no special equipment is required to



initiate or attend a stream—just a PC with speakers, a connection to the Internet and a free streaming media player such as Windows Media® Player or RealPlayer®. It's easy for your attendees to join your event because they only need to click a link to access your conference. It is also simple for you to upload your presentation and access reports.

- + **Slides Streaming:** An online PowerPoint® slide presentation in the event console. Traditional audio conferencing is utilized for participants to listen to the audio portion of the event.
- + **Audio Streaming:** The most basic Streaming offer, Audio Streaming is the broadcasting of an audio feed without showing slides or video in the attendees' console. An audio stream can be reserved ahead of time, or if the call is recorded, it can be posted as a stream after the live conference.
- + **Audio with Slides Streaming:** This package is similar to Audio Streaming, but with the addition of showing PowerPoint® slides in the console. Participants can hear the audio portion through their computer speakers and view the presentation online.
- + **Video Streaming:** Using this Streaming option allows you to provide a video feed via a webcam or video equipment. Participants see a "talking head" on their viewing consoles.
- + **Video with Slides Streaming:** In addition to having the Video Streaming option, you can show PowerPoint slides in the console.
- + **Video On-site Production:** If you want to produce a very high-end, TV-quality event, we have a team who will go on-site with the proper equipment and film the presentation and/or speaker. This offering is used in conjunction with Video Streaming or Video with Slides Streaming.
- + **Custom Streaming:** Do you have an idea about what you want to do for an event, but don't see exactly what you are looking for in this list? We will work with you to customize a solution that meets your needs.

For more information about InterCall's Streaming and to increase the reach of your next conference, contact your meeting consultant.