



▶ **BurstPoint Networks**
Transforming the Way Organizations Communicate



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DEFENSE, EDUCATION,
FINANCIAL SERVICES,
GOVERNMENT,
HEALTHCARE,
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▶ **Transforming the Way Organizations Communicate**

The power of video can't - and shouldn't - be underestimated. To give audiences the ability to experience a concept or a message visually has much greater impact than just sending a document or conducting a conference call. In fact, research has shown that watching video drives twice the rate of retention as reading text, and four times the rate of retention as pure lecture. Fortunately, advances in technology have improved the quality of video capture and streaming to the point where video can be used as more than just a novelty piece - it can now be implemented as a reliable and strategic form of business communication, whether it's a video conference between New York and New Delhi, a CEO delivering an annual address to employees, or an on-demand product training class.

But despite all this innovation, most companies have yet to recognize video as a strategic enterprise-wide communications method. While a training organization may use video to provide greater access to class material or an operations team may turn to video conferencing as a way to reduce travel expenses, they still have a tendency to deploy video in silos, or for a point-in-time project. That's because, up until now, there have been little more than tactical point products available to address an individual need. There has never been a solution that gives companies a platform on which to capture, create, edit, publish, distribute, consume, and manage video communications enterprise-wide - one that truly leverages the limitless opportunities for engaging and interacting with employees, customers, partners, and shareholders.

But now, all that has changed.

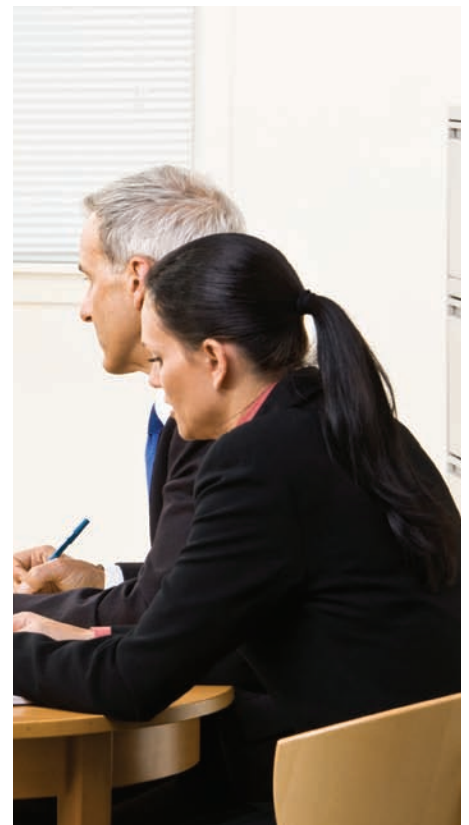
CUSTOMERS TURN TO THE BURSTPOINT VCP FOR THREE PRIMARY REASONS – FLEXIBILITY, SCALABILITY, AND EASE OF USE.

▶ Introducing BurstPoint Networks

BurstPoint Networks is changing the way that organizations think about video communications. Its pioneering platform enables enterprises of all sizes to unleash the power of video to communicate smarter, faster, and more effectively with customers, partners, employees, investors, and other key stakeholders - in ways never thought possible.

The BurstPoint Video Communication Platform™ (VCP) is a highly scalable, end-to-end content management and video distribution solution that allows organizations to take advantage of high-definition live or saved video to educate, collaborate, and connect with others - whether down the hall or around the world, and whether streaming to ten individuals or millions. With the BurstPoint VCP, companies can capture video via the devices of their choice and then centrally manage and distribute the content to be consumed anywhere, anytime - through video on-demand, digital signage, or live streaming, and all on a single platform.

Market leaders in defense, education, financial services, government, healthcare, manufacturing, and retail rely on the BurstPoint VCP to transform how they communicate every day. From on-demand lectures at universities, to live streaming of financial presentations at Fortune 500 companies, to staff training initiatives at leading healthcare institutions, the BurstPoint VCP has forever changed the way these global leaders engage and interact inside and outside the walls of their organizations.





**CAPTURE, CREATE,
EDIT, PUBLISH,
DISTRIBUTE, AND
MANAGE VIDEO
COMMUNICATIONS
ENTERPRISE-WIDE,
ALL FROM ONE PLACE.**

▶ **One Platform for All Your Video Needs**

BurstPoint allows organizations to use high-definition video content to their advantage, reaching internal and external audiences faster and better than ever before. Through the BurstPoint VCP, organizations can manage all video communications activities from a single place. They can now capture, create, edit, publish, and distribute video from one platform, eliminating the need for costly and ineffective point solutions.

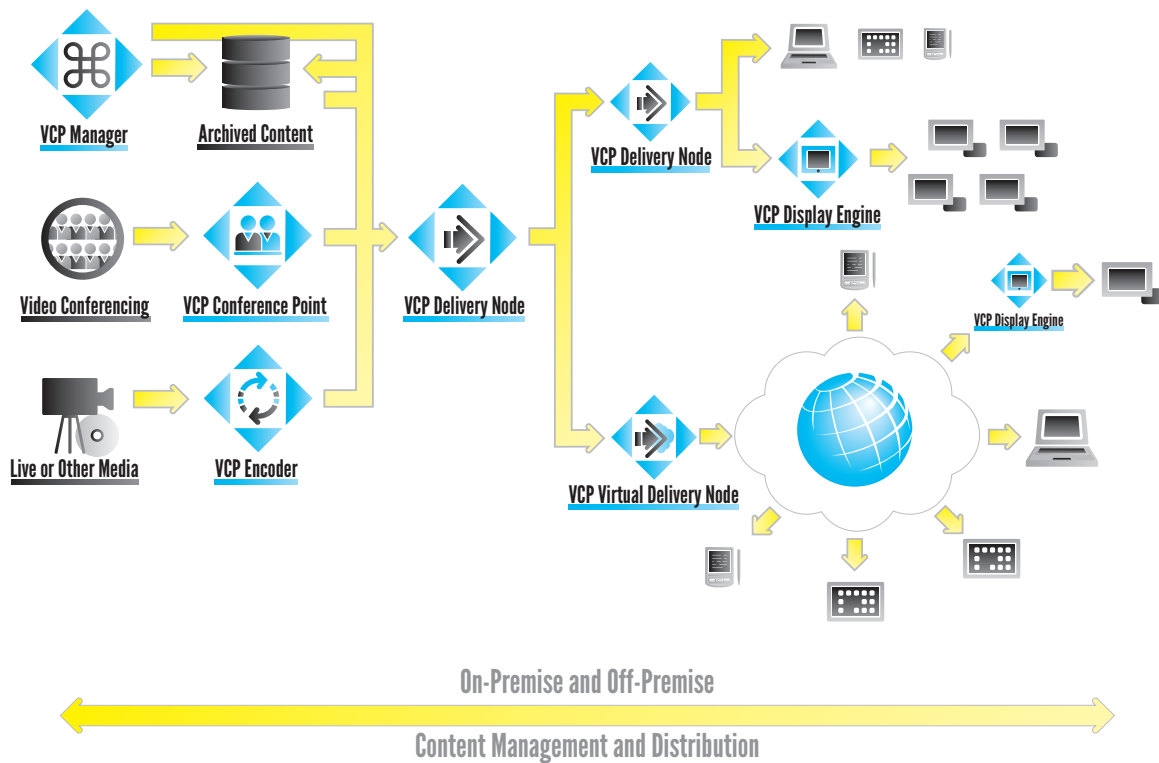
Customers turn to the BurstPoint VCP for three primary reasons - flexibility, scalability, and ease of use. We allow organizations to manage and distribute video in a manner that makes the most sense for their business. Whether you want video content to reside on-premise or in the cloud, reach 10 people or 10 million, or be displayed on digital signs, smartphones, or other mobile devices, BurstPoint gives you that choice. Through the BurstPoint VCP, you can provide video communications anytime, anywhere. You can now rely on one solution to power all of your video communications, including:

- ▶ **Video On-Demand:** Make the most of video content, capturing and delivering important business information to users on-demand.
- ▶ **Live Streaming:** With the most robust enterprise streaming platform in the industry, the BurstPoint VCP allows customers large or small to broadcast high-definition live video to individuals or millions via multicasting and video conferencing.
 - **Multicasting:** Enable real-time streaming of video simultaneously, delivering a high-quality viewing experience with minimal impact on network resources.
 - **Video Conferencing Capture:** Utilize existing video conferencing systems to create live webcasts, publish video for on-demand or recorded viewing, and reach distributed audiences with ease.
- ▶ **Digital Signage:** Capture high-definition live and on-demand video to distribute to PCs, TVs, plasma screens, or LCDs. Easily create multiple playlists with targeted messages for specified outlets and/or interrupt existing signage displays with high-priority, live broadcasts.



The BurstPoint VCP in Action

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The BurstPoint Video Communication Platform (VCP)

The BurstPoint VCP is an end-to-end platform that allows organizations to fully integrate, initiate, control, and manage all video communications activities in one place. An ideal, cost effective, and powerful alternative to multi-vendor solutions, the BurstPoint VCP provides the functionality required to create and capture, edit and publish, distribute and deliver, consume, and report on high-definition live and stored video content. The BurstPoint VCP includes the following:

- ▶ **BurstPoint VCP Manager™:** The BurstPoint VCP Manager is an enterprise portal and management software application that allows you to view categorized content, drive video applications, manage video communications devices, and spearhead reporting.
- ▶ **BurstPoint VCP Delivery Nodes™:** The BurstPoint VCP Delivery Nodes provide on-demand and broadcast video delivery, supporting millions of concurrent streams.
- ▶ **BurstPoint VCP Virtual Delivery Node™:** A cloud-based content delivery service that allows video-based assets to be easily pushed to the cloud, giving organizations the power to choose how, when, and where video is available to end users.
- ▶ **BurstPoint VCP Encoder™:** The BurstPoint VCP Encoder connects to any video source (DVD, camera, etc.) and converts video into a standard Microsoft Media format to ensure high-quality distribution and consumption.
- ▶ **BurstPoint VCP Conference Point™:** The BurstPoint VCP Conference Point is patented BurstPoint technology that captures voice and video communications from multiple video conferencing systems, allowing organizations to initiate a live broadcast, sync with PowerPoint slides, or record for future on-demand use.
- ▶ **BurstPoint VCP Display Engine™:** The BurstPoint VCP Display Engine allows playlists, on-demand video, and live video to be displayed on plasma screens, TVs, LCDs, and more.

Together, these components form the most easy-to-use, scalable, and feature-rich solution of its kind. The BurstPoint VCP can be purchased as an appliance, and its centrally managed, distributed architecture allows for support of millions of simultaneous streams, minimizing the impact to network operations and providing a cost-effective upgrade path.

THE BURSTPOINT VCP HAS FOREVER CHANGED HOW GLOBAL LEADERS ENGAGE AND INTERACT INSIDE AND OUTSIDE THE WALLS OF THEIR ORGANIZATION.

▶ **A Rich Network of Partners**

Demonstrating its commitment to ensuring successful customer deployments each and every time, BurstPoint has formed an elite worldwide partner network of some of the best channel and technology firms in the industry. These companies undergo a rigorous training program designed to provide them with the deepest possible understanding of BurstPoint technology so that they can quickly and seamlessly deploy the BurstPoint VCP at the customer site, while helping those customers realize the platform's full potential.

For the partners, BurstPoint has combined both enablement and reward to form a program that provides the right set of tools - from training classes to educational materials to internal BurstPoint resources - plus an aggressive set of reward and incentive programs. In addition, BurstPoint partners have the opportunity to work with the most cutting-edge technology available in the video communications space, while also getting the chance to shape the future of that technology by providing direct feedback to BurstPoint's engineering and professional services teams. The result is a program that has created very profitable and sustainable relationships between BurstPoint and its partners.

The E-Rate Program

Did you know that all of the BurstPoint VCP solutions are currently eligible for E-Rate funding? To learn more, contact erate@burstpoint.com.



Discover for Yourself

Regardless of your company's size, if you are a prospective BurstPoint customer looking to implement an enterprise-wide video communications strategy or a channel or technology organization looking for partnership opportunities, BurstPoint would like to hear from you. For more information, please contact us in one of three ways:

- ▶ **Web:** www.burstpoint.com
- ▶ **E-mail:** info@burstpoint.com
- ▶ **Telephone:** 1-508-870-2800



About BurstPoint Networks

Headquartered in Westborough, Massachusetts, BurstPoint Networks is transforming the way organizations use video to communicate with employees, customers, partners, and other key constituents. Designed for high performance and scalability, the company's fully integrated, enterprise-class software platform brings together the capture, distribution, and management capabilities required to meet the complex anywhere and anytime viewing demands of a highly distributed audience while providing cost savings and ease of use. For more information about BurstPoint Networks, please visit www.burstpoint.com.

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