

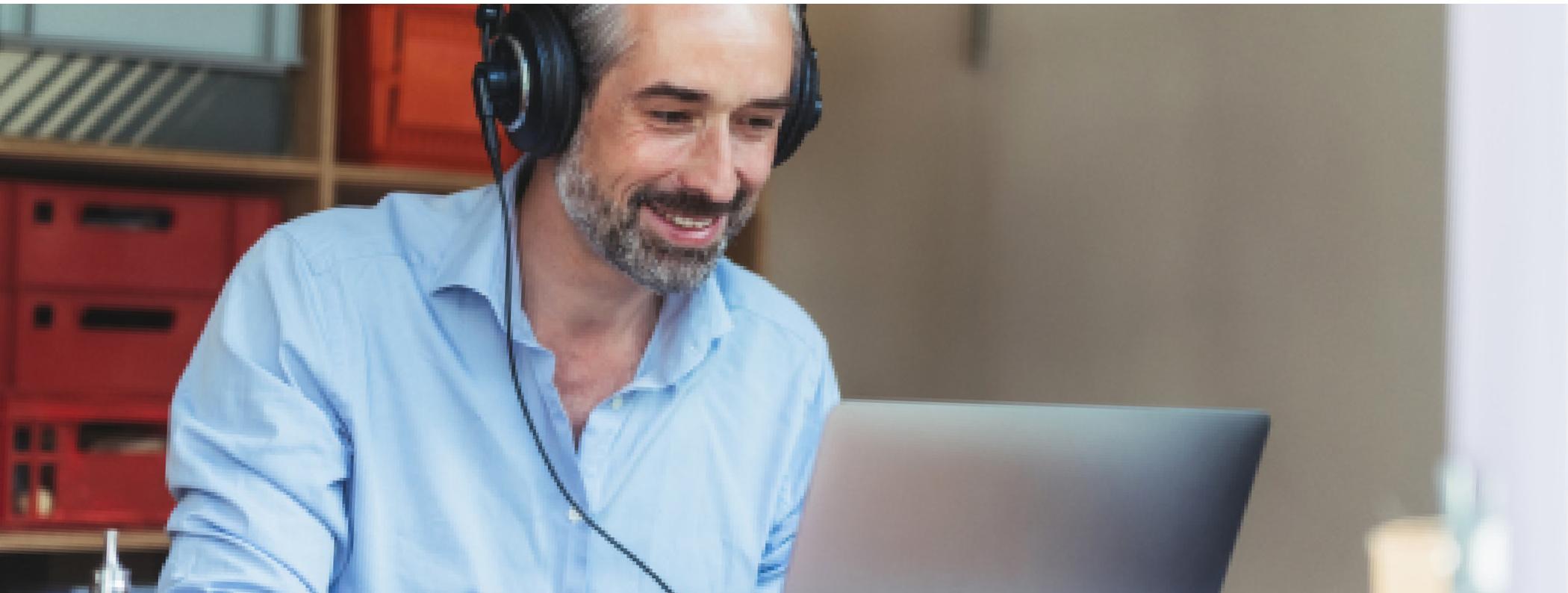
# Studio

## Notified's Webcast Platform

Notified provides companies with a simple and cost-effective solution to deliver powerful audio and video presentations to a global audience. With live, simulative, and on-demand broadcasting options, you have the power to control when and how your content is delivered.

The interactive interface enhances the viewer's experience by giving you the flexibility to customize the look and feel of your webcast layout. Interactivity tools such as, live chat, Q&A and polling questions are just a few of the features that keep your audience engaged. Real-time reporting and analytics dashboards give you the data you need to maximize the effectiveness of your programs.

With the industry's leading mobile experience, our platform is designed to support all users anytime, anywhere and from any device.



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Notified's Webcast Platform

## Common Pain Points

Whether you're hosting your first webcast or looking to upgrade to a new solution – you're not alone. Our diverse customers share one thing in common – they all have challenges made worse by costly and/or ineffective communications which lead to some of these pain points:



Poor audience retention



Inconsistent messaging



Inability to measure impact



Multiple communication tools



Slow time to market



Incremental revenue growth



Rising costs in travel and accessibility to key stakeholders



Dispersed audience

Lack of engagement



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## Notified's Webcast Platform

### Key Benefits

Notified can be used standalone or within an Virtual Event experience. Notified can provide you with the resources and tools that will allow you to deliver engaging content to audiences around the world with a click of a button.

### Benefits of Studio:

- **Cost Savings With Cloud Communications:** Broadcast live or pre-recorded content through the “studio in the cloud” to avoid the need for high-cost production studios and equipment.
- **Global Scale:** Communicate effectively and authentically to a dispersed audience that might not be able to travel or attend physical events.
- **Simple Delivery and Syndication:** Stream with a click of a button to several destinations at once including social channels and OTT devices.
- **Enterprise Ready Integrations:** Integrate easily with other enterprise software solutions for a streamlined technology stack.



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## Use Cases

Are you looking to broadcast your presentation to a global audience? Perhaps you want to host an internal company update or launch an external demand generation campaign designed to fuel the sales pipeline. The truth is there are many use cases out there but finding the right solution isn't easy. Notified is the most flexible option to deliver powerful presentations to any audience.

**Our customers have found success for many different applications including:**



**Lead Generation**



**Virtual Town Hall**



**Sales Kickoff**



**Education and Training**



**News Desk**



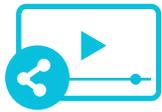
**Thought Leadership**

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## Notified's Webcast Platform

### Core Capabilities

Notified's products draw upon our award-winning video platform for the enterprise, empowering you to create engaging online experiences that drive business results. Powerful interactive tools and features not only enhance the virtual experience for your audience, they also enable you to measure the success of your programs.



**Video Syndication**



**HTML 5**



**Bandwidth Optimization**



**Audience Engagement**



**Enterprise Integrations**



**Real-Time Reporting**



**Branded Experiences**



**Mobile Responsive**

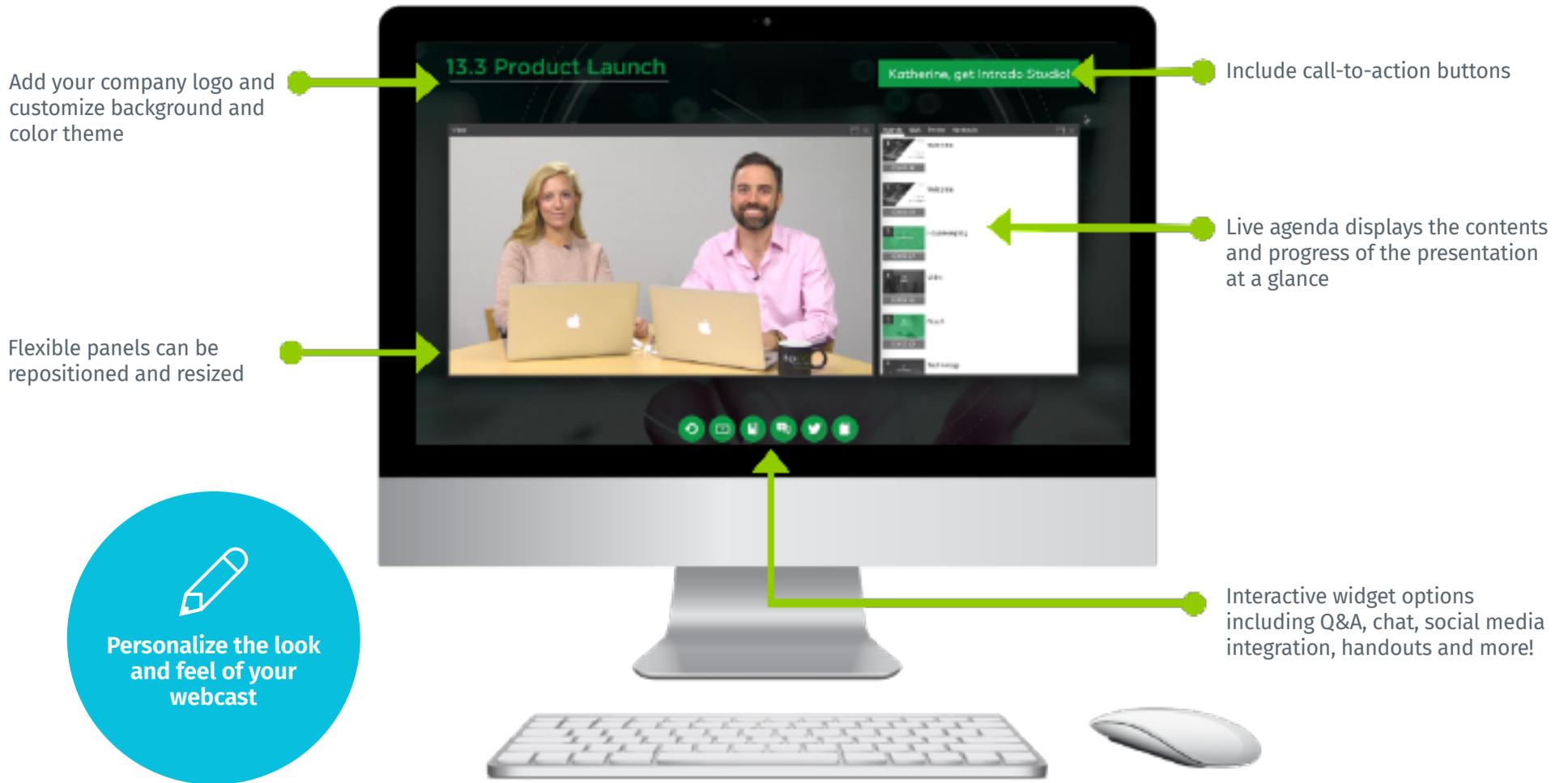


**Cloud Production**

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## Flexible Presentation Design



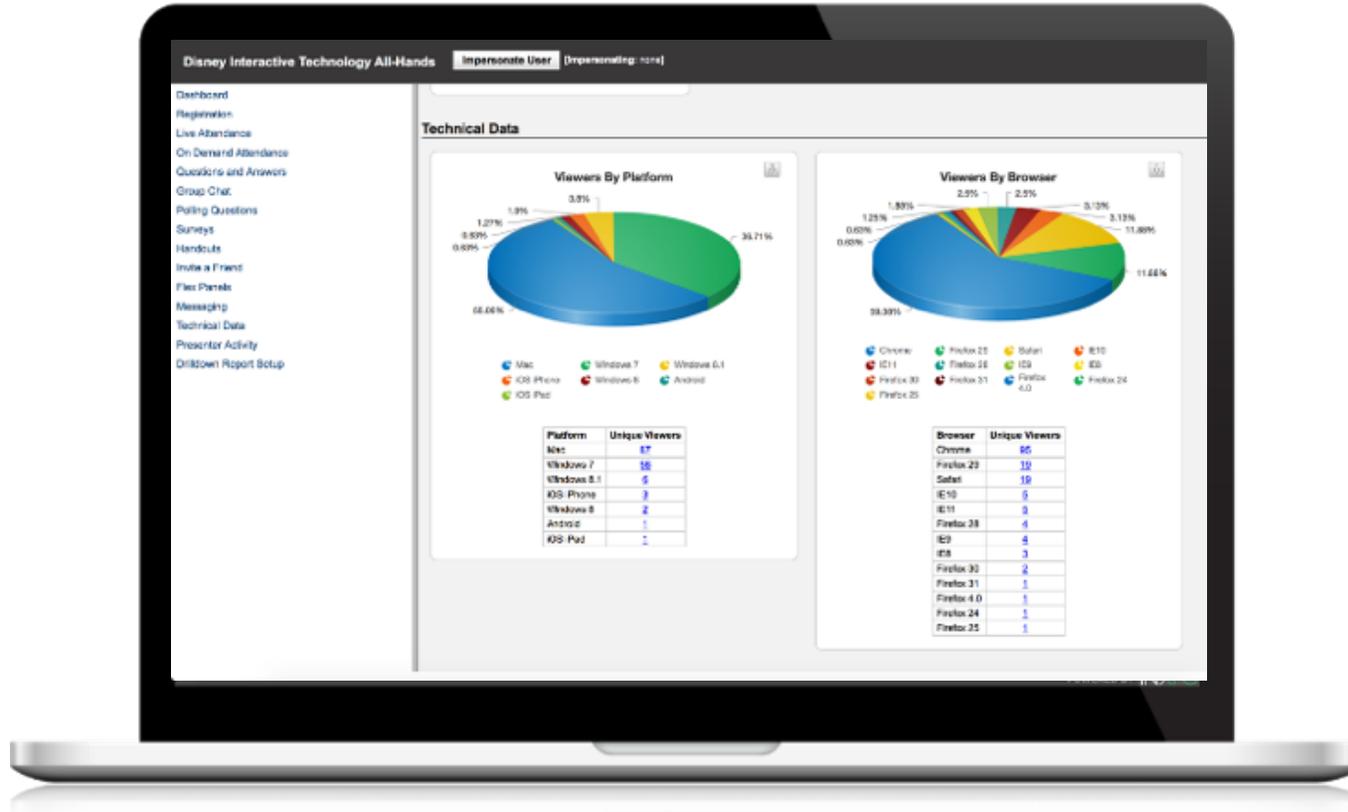
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## Notified's Webcast Platform

### Metrics Dashboard

Gain valuable insights into your target audience by capturing multiple user touchpoints, including profile information and attendee interactivity.

More effective campaigns are delivered by the multi-dimensional view of a user's content interests and social engagements, derived from all the actions the user took in a webcast. These valuable insights help you better understand your audience, enable smarter follow-up and help you qualify your leads to increase the success of your campaigns.



## | About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

**Notified Event Cloud** lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

**Notified PR Cloud** helps you optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success.

**Notified IR Cloud** lets you manage stakeholder communications and regulatory requirements to maximize shareholder value. Tell your investment story with high-impact, multichannel solutions – earnings announcements, press releases, webcasting, virtual events, and IR websites.

Visit [Notified.com](https://www.notified.com) to learn more.

