

Webcasting/streaming media.

Today's business issues.

In today's fast-paced business environment, companies need to optimize critical communications to customers, employees and the public. Traditional marketing tools often fall short in terms of features, reach, cost, efficiency and environmental friendliness.

TELUS Webcasting/Streaming Media is part of Collaboration Services – products and services that are designed to help you work and collaborate more effectively both within your company and externally with customers, suppliers and partners.

Messages with impact.

Webcasting is a powerful, interactive medium that can deliver your message to a large, fragmented audience or a select few. With TELUS Webcasting/Streaming Media you can author, manage and distribute live or pre-recorded audio and/or video content and broadcast it over the Internet. Whether you are making a major announcement, delivering a quarterly earnings report, conducting a sales presentation or launching a new product, Webcasting is an ideal solution.

Expertise, network and service make the difference.

With nearly 10 years experience, TELUS has developed exceptional expertise in producing live events over the Internet. TELUS Webcasting/Streaming Media is a comprehensive solution that can include pre-production planning, staging, event management, capture/ encoding, as well as streaming and Webcasting technology.

Our custom-built portable Webcast studios allow for on-location, plug-and-play flexibility and total reliability. Our TELUS infrastructure provides redundancy at each core level – encoder and network. Unlike other providers, we own our network so we have full accountability for your Webcast. With TELUS, each customized Webcast is personally supervised to ensure flawless execution. Our experts provide continual technical support, customized on-site training and tailored consulting services.



Key business benefits.

Go green. Webcasting is superior to all other media at delivering high-impact multimedia messages (video/audio/data) to a mass audience in an environmentally responsible way. TELUS Webcasting/Streaming Media reduces paper waste and car and air travel.

Ensure an exceptional experience. The TELUS network delivers exceptional technical quality. Our reliability means your users experience your message as you want it delivered. TELUS guarantees live support from seasoned professional help desk technicians for every event.

Gain premier support. TELUS is committed to the success of your Webcast. We conduct pre-event tests of both primary and backup streams, and completely monitor your live event. All the while, our knowledgeable support staff are just a phone call away.

Achieve unmatched security. TELUS maintains a Government of Canada security clearance rating level of SECRET. Our Webcasting servers are securely hosted in our Tier-1 Intelligent Data Centres. TELUS can limit or restrict who views Webcasts through pre-registration and password protection.

Save money. Webcasting is a highly efficient means of delivering your message. By using the public Internet, TELUS allows large, diverse audiences to experience live or on-demand information at a very low cost per user – considerably more cost-effective than traditional media.

Webcasting/streaming media.

Comprehensive features.

- **Wide range of formats.** Choose from Webcast formats including audio only, video only, with slides, synchronized slides, video conferencing.
- **Wide range of features and options.** Choose from customized/branded Lobby Page, downloadable collateral files, multiple languages (simultaneous translation), unlimited viewers, standard 12-month archive with speaker indexing.
- **Choice of media player.** Choose the appropriate media player for your audience: Windows Media® Player, RealPlayer®, QuickTime™, Flash®, podcasting.
- **Accompanying presentation slides.** Add slide presentations synchronized with your audio or video Webcast.
- **Multiple languages.** Simulcast your message to different audiences. Through simultaneous interpretation, TELUS can accommodate multiple languages such as English, French, Spanish, Italian, German and Chinese. This can include closed captioning, descriptive video and sign language.
- **Secure registration and log-on.** Effectively target your audience through pre-registration pages and/or password protection security log-in.
- **Audience statistics.** Track the success of your Webcast with TELUS' reporting tool. It's easy to monitor audience usage by day or by hour, as well as the average length of time that a Webcast is viewed, who has viewed it, how long and when.
- **Audience engagement tools.** Use tools such as polling to quickly survey the audience on a subject of interest, or Question Manager to allow audience members to submit a question to the presenter.
- **Full staging.** Get everything you need to ensure a successful event. TELUS can provide full, on-location staging with multiple cameras, video switching, lighting, sound design and implementation, teleprompters, and large-scale multimedia image projection.

GET THE BEST FOR YOUR BUSINESS.

Do more with TELUS solutions. Connect with us today and we'll show you how.

Contact your TELUS Account Executive, call **1-800-652-3266** or visit telus.com/conferencing