

calamares

Video Management for the Enterprise



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Whitepaper

Calamares Video Management

To successfully integrate video into your communication strategy requires not only a new way of thinking, but also the seamless adaption of the right tools. Creating and publishing a video is one thing, but communicating your message effectively and maximizing its full potential on different screens is another.

Calamares Video Management technology provides you with the control and value-added applications for effective multi-platform video distribution and video communications.

By transforming video communications from a costly adventure to a turnover generating activity Calamares offers a dozen in-screen and player-related applications to brand and enrich your video content in order to expand commercial possibilities and interaction with your audience. There are also applications available that help you to save costs in the postproduction phase of your content creation, and multi-platform distribution.



Calamares Media Management consists of:

1. **Media Asset Management (MAM)**

The first step to being successful with media is by controlling your assets and copyrights. It is about storing, resizing, archiving and transcoding video, audio and images correctly and having only the right people being able to publish the content. With video and audio this can be used for video clips, playlist or TV-guide based broadcasts. The MAM component seamlessly manages these functions and gives you full control of your assets and copyrights. It works as the central content library for all your video communications both online and offline, and integrates easily with your existing content management systems. Though Calamares is focused on Video Communications, Calamares is suited for file, image and audio management as well.

2. **Media Applications: Add value to your video**

While eyeballs are watching your content, you better make use of it. Calamares offers a dozen in-screen and player-related Media Applications that help you to brand and enrich your video content in order to expand commercial possibilities and interact with your audience. There are also Media Applications available that help you to save costs in the post production phase of your content creation.

3. **Media Landscape: Distribute your Video & Analyse conversion**

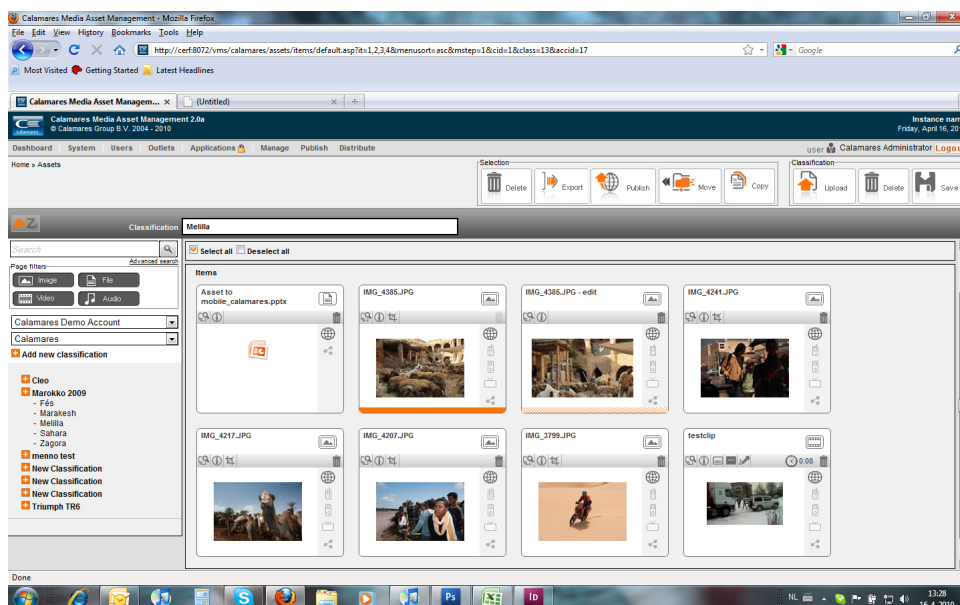
For multi-platform communications and complex environments the Media Landscape component helps you to manage and monitor all your publications, broadcasts and for instance video podcasts at the same time. Detailed information is given about all of your communicational channels, content usage, conversion and audiences. Not only does it give you in-depth insight in usage on your own platforms, it also logs and tracks activity among all those embedded players that got distributed via your players, via social media shares and which are still serviced by your system.

Media Asset Management

Within organizations central storage and management of digital assets and its copyrights are often a challenge. Investment in a powerful solution is often pushed aside resulting in a situation where the digital materials of your organization are scattered all over the place; in different mailboxes, on several servers, DVDs, tapes, etcetera.

Being successful in video communications, starts with being in control of your content. Calamares provides you with this control for all your video, audio, image and other file related assets. It centrally stores your digital assets in an online environment, and transcodes them for multi-platform communications. Calamares is like a well-organized digital library where you can easily archive all these assets, and from which you are able to share them via the Internet, iPhones and digital signage systems.

Calamares Media Asset Management is easy to integrate with your existing content management system(s) and communication channels such as websites. API's and webservices are available to support these processes.

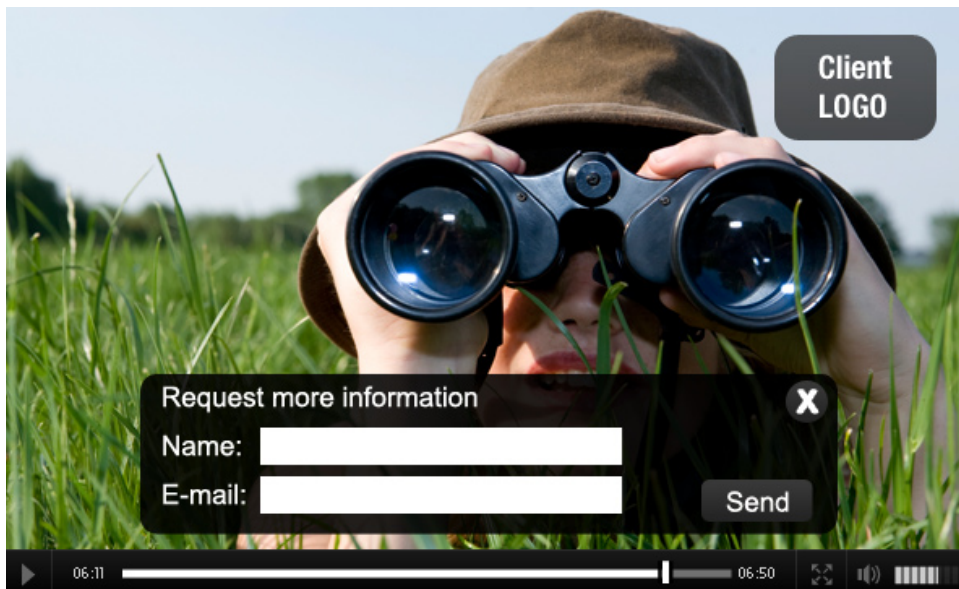


Media Applications: Add value to your video

Calamares provides you with the tools to enrich the experience of your audience while simultaneously expanding your online reach & conversion. As a result, larger audiences pay closer attention to your message and produce a bigger return on investment.

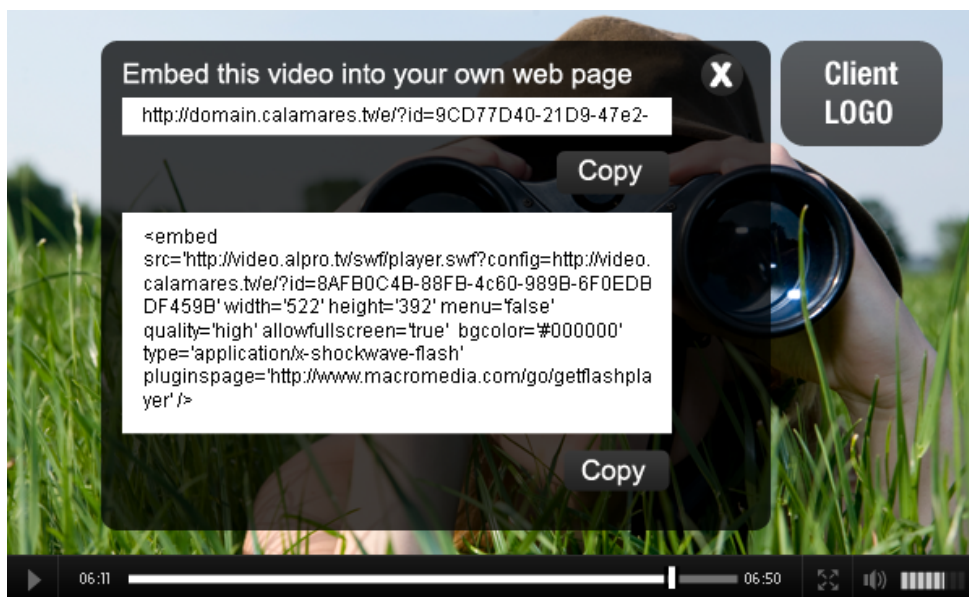
The in-screen applications are serviced via Calamares to enrich the video experience, increase awareness and convert viewers into buying customers. Calamares not only manages the video, but services the needed interactive messaging as well.

By using Calamares you gather sales leads, email addresses and detailed statistical information. It also gives you insight into which videos and applications work best in each environment and on which media platforms. With Calamares you start to communicate with video, instead of just broadcasting video.



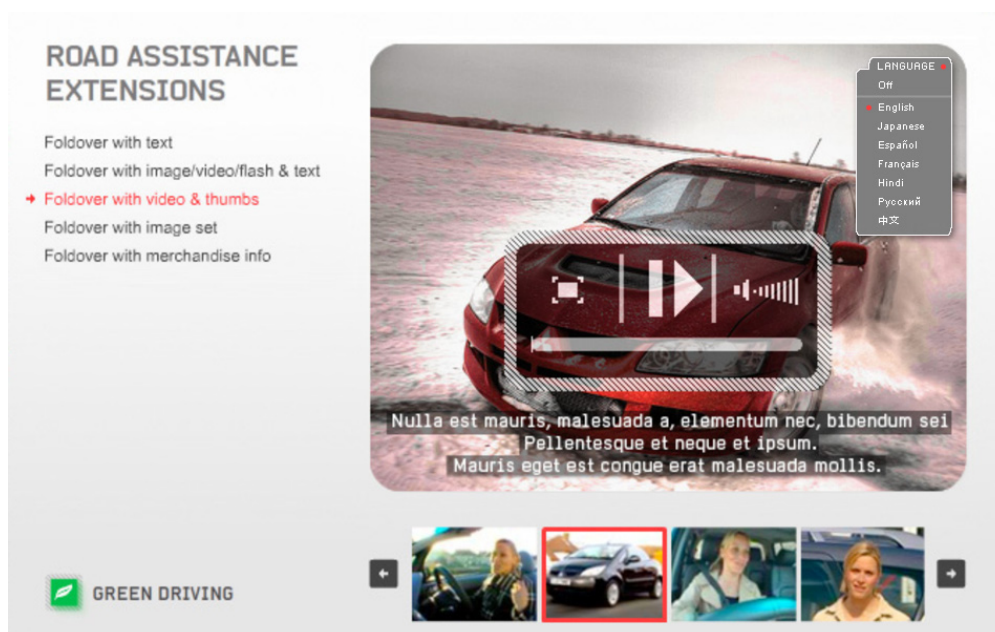
Share

- a. **Embedded Players.** This option allows you to embed your video in your own environments without any hassle or system integration. It also gives your audience the ability to do the same thing. By carbon copying your video player with programs into their environments, your content gets distributed in a viral way, while you maintain control. At the end, you have in-depth statistical insight into your complete viral campaign and are one mouse-click away from changing the content in all these environments simultaneously. Resulting in controlled messaging across multiple platforms and environments.
- b. **Social Media Embeds.** The same functionality as the Embedded Player, but tailor-made for usage in social media websites. Instead of using embed players from YouTube etc. your own social media embedded players give you control over your content and give you insight in the viral growth of your distribution. One of the key benefits is that by distributing your content virally, your player gets spread. In addition to your retaining control of these players, you are also able to update the content in all these players with Calamares. This means that you can run another episode of content in all of your distributed players with just one mouse-click. Among our working social embeds are Facebook, Digg, Hyves, mySpace and about 25 others.
- c. **Send-to-friend.** This function enables your audience to share their enthusiasm, or inform others about your products. While they leave their own email address and those of potentially interested friends, you build a database of leads and potential clients to follow up with.
- d. **Video Rating.** Visitors who like or dislike the content you provide are able to speak out. Either you make the results public, or you use them for managerial purposes only. Both ways help you to present the right content to the right audience. What may work in one specific website, may not work in another one.
- e. **Related items.** Cross-selling your content in an intelligent way. Show related items to your viewers while watching or at the end of a video. This increases the chance that your audience will stay longer and will watch more videos. The longer you entertain your online guests, the more influence you have on their opinion and choices.



Translate

- a. **Back slides and overlays.** With this option it is possible to show full screen texts in your player on top of your video at specific moments. Imagine this as in the old silent movies of Charlie Chaplin when during the movie you see a black page with text for a short period of time. These textpanels can be made in any language.
- b. **Subtitles.** Usually subtitles are placed in the video during the post production phase. The technology of Calamares enables you to put subtitles on top of the video. This makes broadcasting in several languages possible as we place them in an overlay on top of the video. This technique saves a lot of money in production costs when you have to broadcast in several languages.
- c. **Voice-overs.** For multilingual communications, or just to explain what one sees, the voice-over application helps you to communicate in audio on top of your video. Volume adjustment is possible as well. This application also helps you to enrich silent movies.



Generate Leads

- a. **Order & information forms.** This is the extended version of the Action Buttons. Here visitors leave their phone numbers or e-mail addresses which help to generate a sales database with valid leads. This application can also be used for e-Learning; have the audience answer your questions while watching your courses. All the requested information is stored in a database and automatically mailed to your mailbox or stored for future reference.
- b. **Link buttons.** A special button is placed in an overlay on the video screen. Examples include: 'Buy now', 'Send me info' or 'Call me now!' These buttons manage the requesting by linking to the destinations you want, or lead to an information form.
- c. **Video Banners.** Servicing your online marketing campaigns via your own systems is possible via Calamares. While the different website owners handle the banners, you handle its content yourself. This way you see what you get and are able to change the video content during your campaigns. Different video in different banners at different times of the day... It is all possible, with Calamares.



Monetize

- a. **In-stream Advertizing.** Via the playlist technology of Calamares it is possible to insert dynamic commercial and advertizing campaigns within your publications. these adds and commercials can either be managed and provided via your own Calamares system or account, or via third party connectors and services.
- b. **Overlay and underlay commercials.** Instead of pre- and post video commercials, it is possible to project commercials on top, or under your initial video screen. Time based animations make sure your audience will see the commercials while watching your programs. It is possible to place and enrich commercials with text, images and forms to ask for email addresses etc.
- c. **In-screen banners.** The in-screen banners allow commercial text and image messages to appear on top of your video. This helps to sell and inform your audience of your products and events. Visitors can click these banners for direct conversion and traffic.



Enrich

- a. **Tickertape.** You can place tickertapes on top of your video for providing additional information to your audience while they watch your programs. You manage the content of the tickertape yourself, publish automatic RSS-feeds directly or mix both methods with completely different feeds.
- b. **Weather bar.** Besides tickertapes, weather is information of general interest. The custom weather bar provides your audience with the local weather and forecast. This standard application helps you to communicate a subject of universal interest.
- c. **Weather radar.** In addition to the weather bar, the weather radar is available for a local view on the current rain conditions and near future forecast. If you want to inform your audience about the local weather and possible rain, include this application at your screens.

Media Landscape: Build your Distribution Network & Manage your Outlets

The Media Landscape is used when you start to distribute video on more than one media platform or outlet, such as web video and video podcasts. The Media Landscape is also used if you publish on more than one website or serve more than one video podcast.

The Media Landscape helps you manage and monitor all your communication channels, content usage and audiences while providing overviews and in-depth statistics on each platform. Whether it be your website, intranet, embedded players on other peoples sites, vodcasting, iPhone, cell phone downloads or closed TV-circuit broadcasts, it is all within your scope and control.

The Media Landscape provides you with the tools to track and analyze the use, viral growth and distribution of your content, while retaining full control over your published assets.

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