UBICAST

Sharing your media has never been so flexible and easy.

EasyCast MediaServer lets you store and stream content – locally or in the Cloud. It also lets you edit and organize your content within a branded WebTV portal.
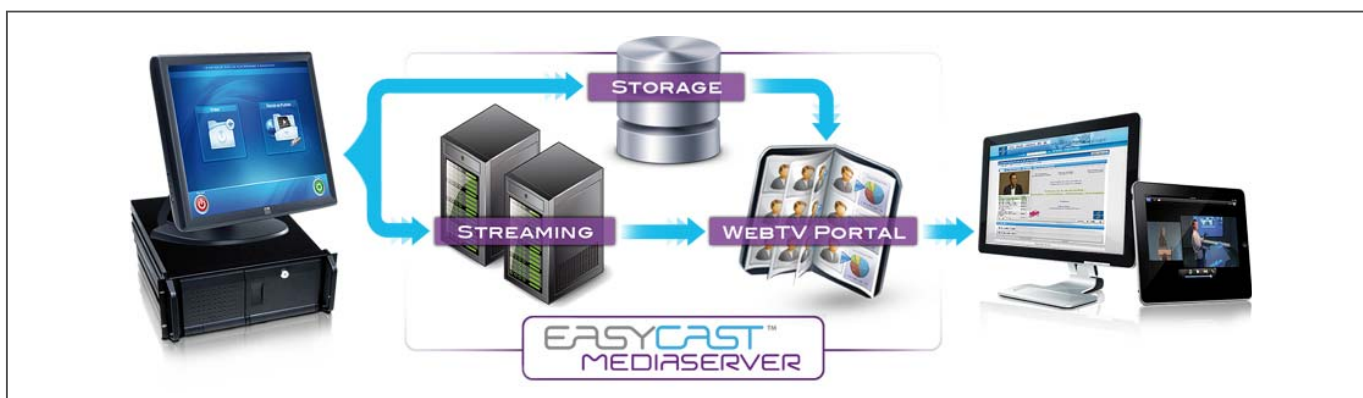
The MediaServer brings you one-touch publishing from EasyCast Studio and Campus directly to your audience. The WebTV portal included in the MediaServer lets you share all types of content:

▶ recordings made with EasyCast Studio and Campus
▶ existing video content
▶ photos and documents

Your viewers are encouraged to interact beyond the presentation with moderated live chat and comments. Finding specific content is also easy using a powerful search engine.

How does it work?

▶ **Live streaming**
At the press of a button, EasyCast Studio and Campus stream content to local or Cloud-based servers. The live stream is displayed within the MediaServer portal in Flash and HTML5 formats, compatible with all browsers and devices. You can easily embed the live stream elsewhere, such as your corporate website or learning management system.

▶ **Video on-demand**
Media recorded with EasyCast Studio and Campus is published by the MediaServer. It is stored, encoded into multiple qualities (HD, how quality and audio-only) and formats (Flash, HTML5) to adapt to your viewers. Recordings are approved from the MediaServer backend and made available on the portal to viewers with the required credentials. Existing videos can be uploaded via FTP, edited and made available on the portal.

▶ **Finding content**
Viewers can easily navigate and search within the WebTV portal:
▶ all content is organized by category and sub-categories (called channels)
▶ all content contains searchable titles, descriptions and keywords
▶ the Studio and Campus have performed OCR (Optical Character Recognition) on slides, so viewers can search for words and find the specific slide(s) containing those words

Hosting

In the Cloud: your content is securely stored in the Cloud (using Amazon Web Services) and streamed through professional Content Delivery Networks (CDN). These third party services are integrated within the MediaServer offering.

On your local network: storage and streaming is on your own infrastructure. We recommend physical or virtual servers then remotely install and maintain the MediaServer (Linux-based).

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Key Features

SECURE STORAGE

▶ In the Cloud or locally, your content is securely stored: replicated storage on Amazon S3 and hardware RAID for local storage

HD LIVE STREAMING

▶ One-touch live streaming from the EasyCast Studio or Campus

▶ Video and data are delivered in HD and in full framerate

▶ Flash and HTML5 (HLS for iOS devices) make the MediaServer compatible with all browsers and devices

INTERACTIVITY

▶ Engage your audience with:

　▶ live chatting (moderated or not), displayed along-side the live stream
　▶ comments (notifications are sent by email to speaker)
　▶ the ability to embed any third party web widget (Twitter wall, polling, etc.)

SHARING

▶ Attached documents (pdf, doc, xls, etc)

▶ Photos (jpg, png)

▶ Social network sharing with one-click embedding to Facebook, Twitter, etc.

BRANDING

▶ The portal's entire look and feel can be customized with your own graphical resources and CSS code

RICH MEDIA PLAYER

▶ The WebTV portal comes with an HTML5 player built for Rich Media: video, slides, chapters, attached documents, comments, etc. for perfect restitution of any presentation

ADVANCED SEARCH

▶ Find specific content within the portal with search amongst:

　▶ words contained in slides
　▶ titles, descriptions and chapters

STATISTICS

▶ Measure your WebTV's audience with detailed statistics (also supports Google Analytics):

　▶ viewers per video and globally
　▶ average view time
　▶ drill-down of viewed segments
　▶ statistics by user (exports to spreadsheet)

EXAMPLES

▶ Example of MediaServer WebTV portal:

Technical Specifications

On-Premises MediaServer

Storage

- Up to 12 TB of storage space (4.500 hours of HD content)

Streaming

- Live and on-demand (uses Wowza streaming server): up to 250 simultaneous viewers (local network related), on a single MediaServer instance (adjustable bitrate from 400kb/s to 2Mb/s per viewer)

Optional physical server

- Standard rack unit (483 x 177 x 439mm)

Recommended server configuration

- Intel core i7 2700K processor and 1155 motherboard
- 2 x 8 GB of DDR3 RAM
- Hard disks: 3 x 2 TB (RAID 5)
- Compatible RAID controller

Common

Storage formats

- Video: MP4, WEBM
- Audio: AAC, MP3
- Computer input: JPEG and MP4 video (for 25 images/sec capture)

Supported authentication systems

- LDAP, Open ID, CAS

Streaming protocols and formats

- Live: Flash and HTML5 (MP4 H264, AAC) via RTMP and HLS (for iOS devices)
- On-demand: Flash (MP4 H264, AAC), HTML 5 (WEBM, MP4) via HTTP. Supports multiple quality encoding (HD, SD and audio/JPEG slides only) – the MediaServer player will suggest appropriate quality according to viewer's bandwidth and switch from Flash to HTML5 according to browser/device

Cloud MediaServer

Storage

- Unlimited

Streaming

- Live and on-demand: up to 5.000 simultaneous viewers, (adjustable bitrate from 400kb/s to 2Mb/s per viewer). Streaming through professional Content Delivery Networks.

Supported third party platforms

- Storage and streaming through YouTube, Dailymotion and Amazon Web Services (S3/Cloudfront)
- Cloud transcoding using Zencoder
- iTunes RSS notifications
- For more connectors, contact us

Applications

▶ Corporate training, knowledge management and communications: sharing searchable presentations and video conference sessions

▶ Lecture capture: integrate with a Learning Management System and share searchable presentations with students