# MINDSHARE Solution - Description

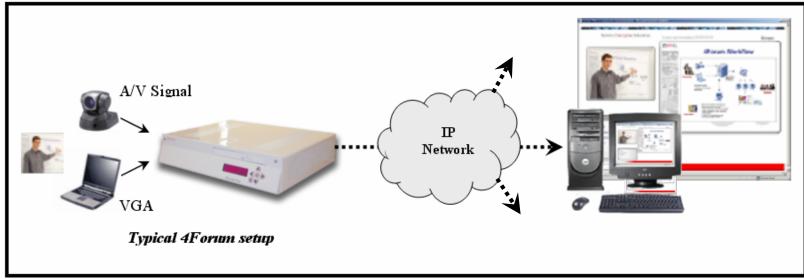




## MINDSHARE Solution - Description



 Broadcast and Record synchronized Video, Audio, and computer Screen Capture



- Input 1: VGA input (1600x1200 native resolution) from laptop
- Input 2: Audio/Video input from Camera
- Output: Ethernet (MPEG-4 IP multicast and unicast) to thousands of viewers
- Playback on PC, Mac, Set Top Box

# MINDSHARE - Innovative Approach



Perfect

Seamless

scalability

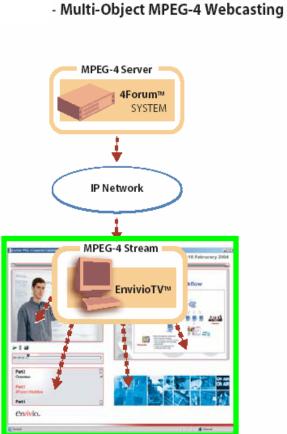
Low latency

Simple

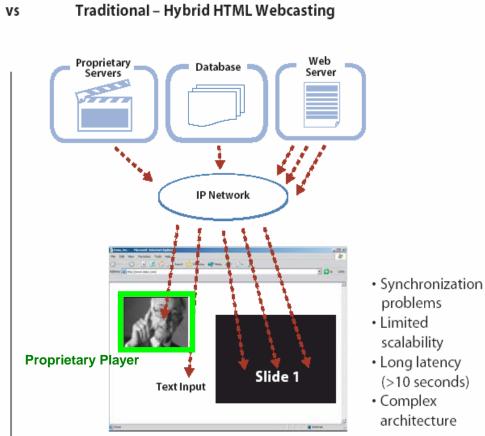
(<1 second)

architecture

synchronization



MPEG-4 Player



## MINDSHARE- Innovative Approach



- How is 4Forum Different from other products with synchronized video and PowerPoint?
  - All other systems are based on <u>HTML</u> and use <u>browser</u> to compose elements of the presentation:
    - Proprietary embedded player
    - JPEG images (pre-uploaded and converted from a PPT presentation)
    - Some JavaScript, databases and other web based tape and glue
  - 4Forum composes all elements inside MPEG-4 player:
    - MPEG-4 video, audio, and VGA objects
    - MPEG-4 Text and Image objects with interactivity
    - Everything is displayed inside the MPEG-4 player

## MINDSHARE - Advantages



 Unique architecture overcomes all usual problems of HTML systems:

- ✓ Ultra Low latency live < 1 sec (proprietary video > 10 sec)
- Anything displayed on the computer screen is captured, native resolution up to 1600x1200
- ☑ Share and record white board, Mac screen, PC screen, visualizer or high resolution medical signal
- ☑ Presentation immediately available as a single .mp4 file

- Perfect sync between audio, video and screen capture
- ☑ Fully scalable to thousands of viewers: simple architecture, relies on single format: MPEG-4
- ☑ Enhanced user experience: MPEG-4 interactivity
- ✓ Same file plays on multiple platforms, no transcodings: PC, Mac, STB
- ☑ Easy! No need for *video* production or IT knowledge