

TANDBERG Content Server Corporate Video On Demand

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See: passion

See: performance

Organizational Challenges

Corporations have struggled in the past:

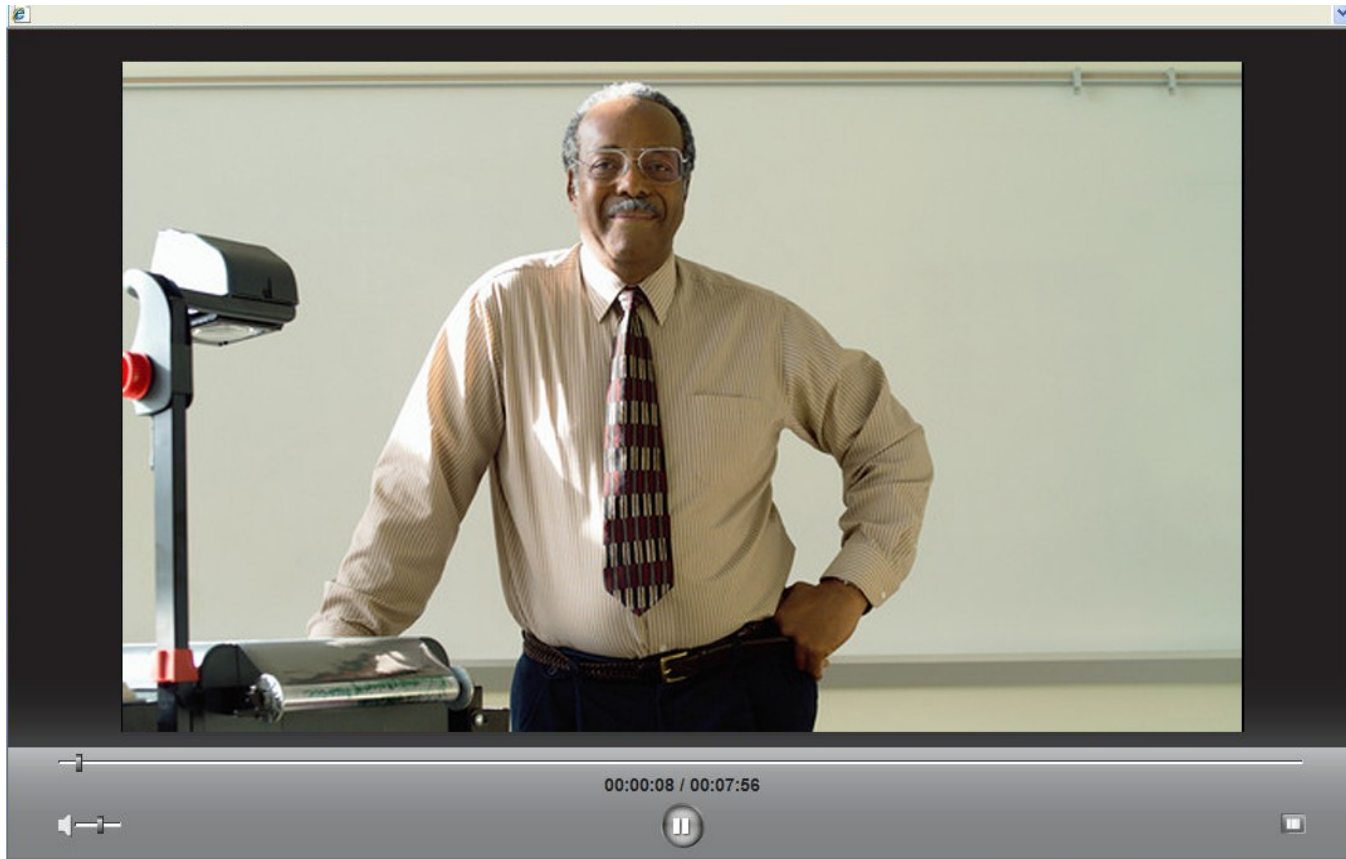
- Achieving unified communications within a global dispersed workforce
- Deploying Innovation that improves the effectiveness and efficiency of core processes and functions



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Speak Visually Anytime, Anywhere



Get your message across regardless of
day, time or location

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TANDBERG Content Server

The Content Server is a network device that enables organizations to easily create business-quality video and multimedia presentations for anytime, on-demand access



Reach Your Global Workforce

Bring the corporate message, training or a meeting easily to the entire organization while leveraging the existing video network

- Ensure a consistent message is shared with a dispersed workforce
- Training or meeting content now available for team members unable to attend
- Record classes and make them available for your students, wherever they are



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Content Server: Details



- Centralized network Appliance
- Create content from any H.323 or SIP video device
- Store content internally or add external storage
- Record up to 5 concurrent video calls
- Reach hundreds or thousands of viewers with external streaming services
- View content with a consistent look and feel with all leading streaming media formats



- Open API for easy integration with existing portals: e.g. Microsoft SharePoint, Blackboard, IBM WebSphere, Accordent
- Download content for playback on portable media players such as Microsoft's Zune™ and Apple's iPod™

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Content Server: How Does It Work?

TANDBERG CONTENT SERVER: HOW IT WORKS

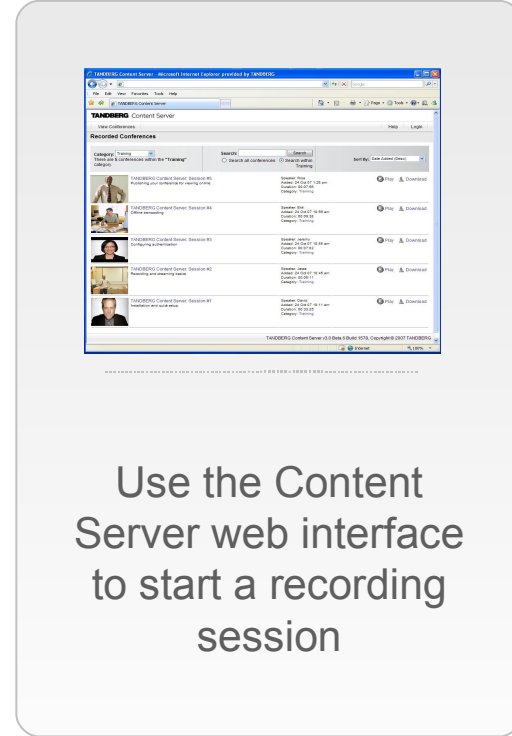
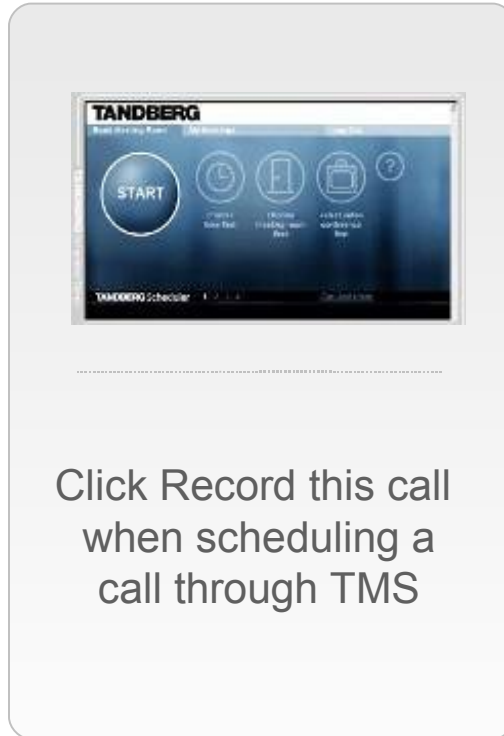
- Creates content from multiple H.323 or SIP endpoints
- The Content Server records video conferences and easily streams the content live or on-demand
- Makes content available for users on the go via download



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Creating content is easy



Record and stream H.323 and SIP video calls by simply adding the Content Server to the call

Managing and Viewing Content is easy



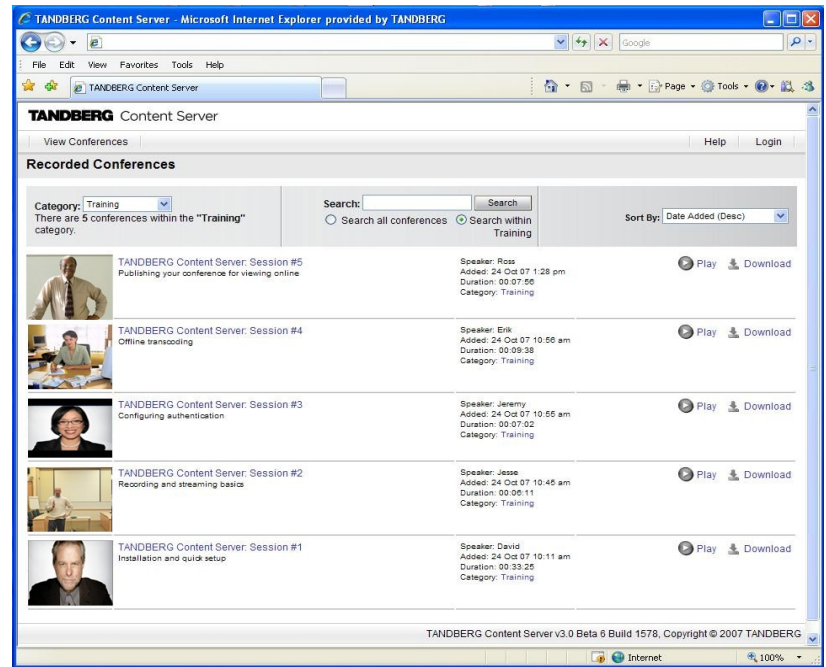
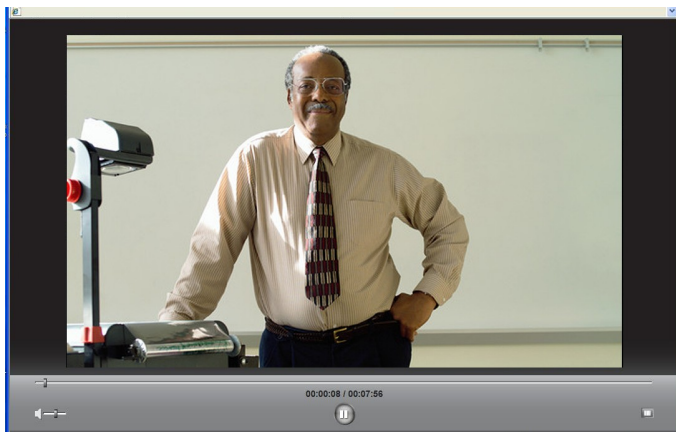
- Easily identify conferences using the Content Library with thumbnail images
- Click on the thumbnail to play
- Windows and MacOSX support
- Support for Internet Explorer, FireFox and Safari

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Managing and Viewing Content is easy

- Simple and Powerful Content Viewer for the best media experience
 - Multiple layout options for greater presentation flexibility
 - Wide format support
 - Synchronized main and dual video
- Content Editor allows for index/tables of content and cutting the “top and tail” of media for viewing



Share Presentations, Document Camera or DVD

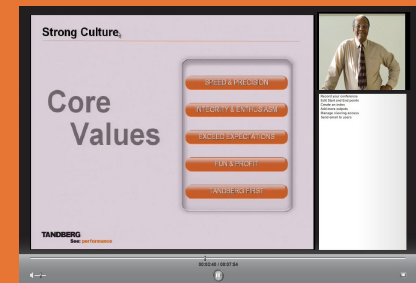
- Content Server supports dual video for live and video-on-demand
- Easily share both the main camera and a second video source
 - Simply press the Presentation button on the video system remote control to add the second source
 - Share any secondary video source including computer programs, document cameras and DVDs at high frame rates



From any H.323 or SIP video system, connect to the Content Server



Add a PC or other device to the video call using Dual Video



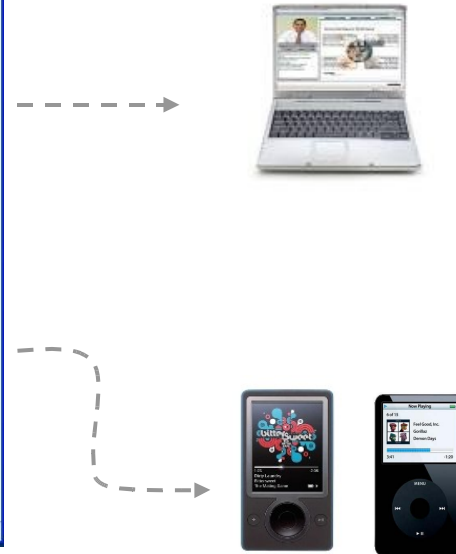
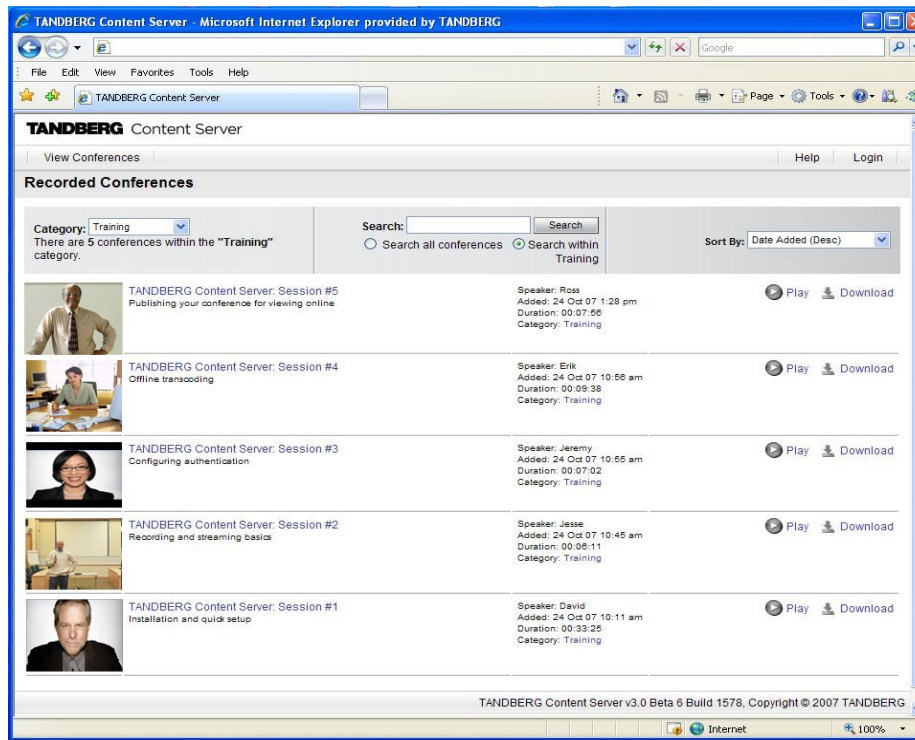
Presentation, meeting or training is now recorded and available for viewing

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Download Recorded Content

- Make recorded information available anytime, anywhere
 - Download content for playback on your computer or with portable players like Microsoft's Zune™ and Apple's iPod™



Integrate with Third Party Tools

- Open, public SOAP APIs allow organizations to access content from most portals
- Full documentation, white-papers at www.tandberg.com
- Sample code available for Microsoft SharePoint, IBM WebSphere at www.tandberg.com



TANDBERG Content Server Integration with Microsoft Office SharePoint Server 2007
TANDBERG ConferenceCreate and ConferenceView Web Parts

A WHITE PAPER BY
TANDBERG
NOVEMBER 2006

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Content Server

- Enterprise-class performance over 100,000 concurrent connections
- Fully scalable up to 1000 nodes for up to 10,000 TB of content
- Content creation from any source using TANDBERG's ContentServer™
- Standard for all file formats supported with full metadata and permissions
- Speed to read stream out of cache and from disk to the client for fast playback
- Compatible with major streaming formats
- Unusual and unusual addressing support
- Built-in web-based management interface
- Built-in web-based content library
- High security internal tools app.

User Guide
Software Version 2.1
D12598.0-1
DECEMBER 2006

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New S3.0 Technical Features

- Simple call model
 - 5 concurrent calls, 2 live
 - Off-line transcoded output from ALL recordings
- Video Connectivity
 - SIP Support
- Video Decode
 - H.264
 - H.263
- Media Encoding
 - MPEG 4
- Secure Calling
 - Support for AES and DES encryption



TANDBERG CONTENT SERVER: HOW IT WORKS



Easy Administration

- Centrally managed and controlled
 - Pre-defined templates and settings are available for the administrator to get started
 - Customize the recording and streaming parameters
 - Local or Microsoft Active Directory user management for security
 - Online help system and excellent documentation
 - Manage the Content Server through TANDBERG Management Suite or Content Server web user interface



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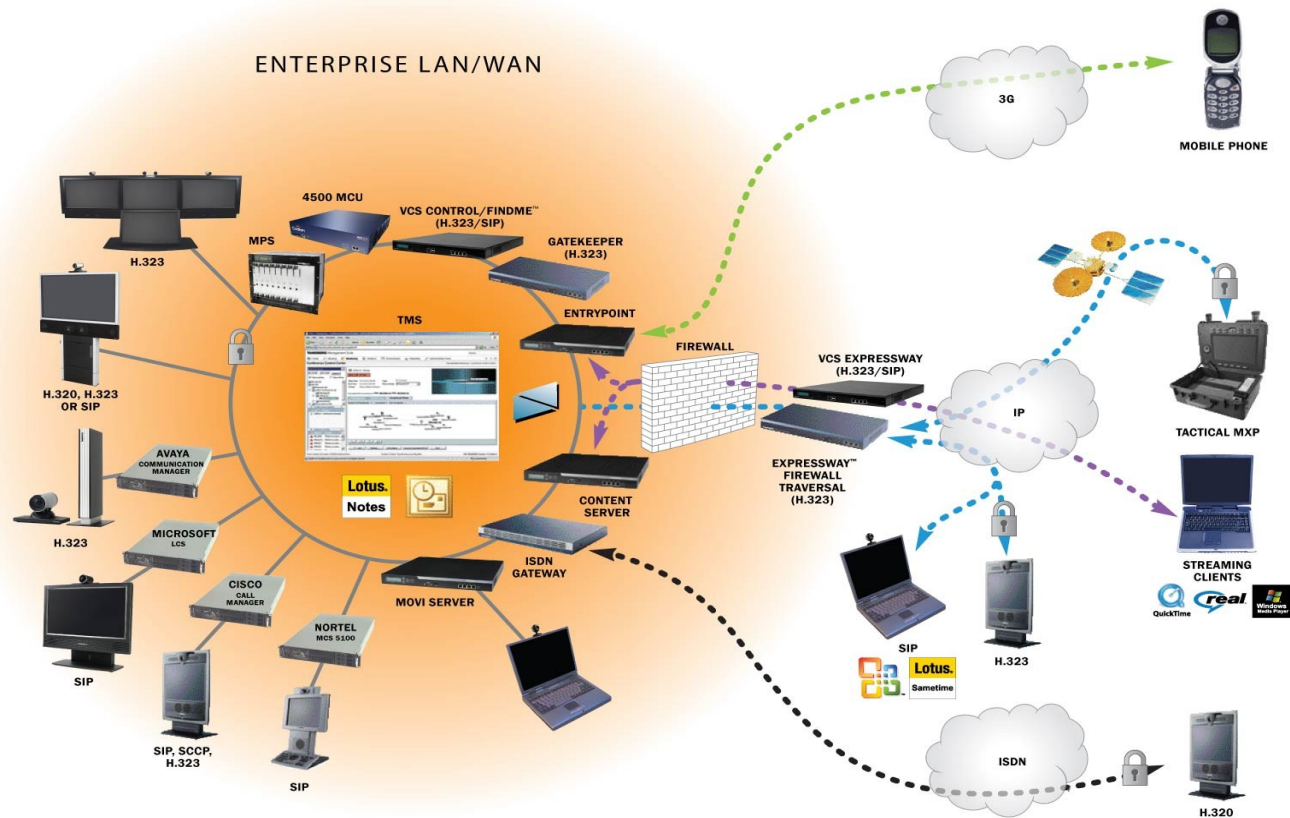
Content Server Selling Points

- Enhance communication for anyone, anywhere, anytime
 - Create, store, view and download content at any time for better communication, training and messaging
- Leverage video investments
 - Extend the use of existing videoconferencing tools
- Simple content creation and viewing
- Easy system management
- Ability to integrate with other portals...*e.g.* SharePoint, WebSphere, Blackboard, Accordent



Extension of TANDBERG Video Network

- Managed/Scheduled through TANDBERG Management Suite
- Includes TANDBERG Expressway™ firewall traversal technology
- Shared functionality such as DuoVideo/H.239 dual stream/SIP



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Thank you

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