

Halo Webcasting

A GUIDE FOR NEW HP CUSTOMERS

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See a sample Halo Webcast at:
<http://hpbroadband.com/program.aspx?key=HaloWebcastDemo>



Thank you for your interest in HP Media Solutions' Halo Webcasting service. This guide will help you understand the basics of the technology, service and pricing. After you have had a chance to review the content here, we can meet and discuss the specifics of your particular need. I look forward to working with you!

Table of Contents:

Overview.....	Page 1
How the Technology Works.....	Page 2 - 3
Description of Services	Page 3 - 4
Pricing	Page 4
Other Uses for Halo.....	Page 5
What You Will Need To Bring.....	Page 5
Best Practice Recommendations	Page 6
More Questions and How To Get Started.....	Page 7

OVERVIEW

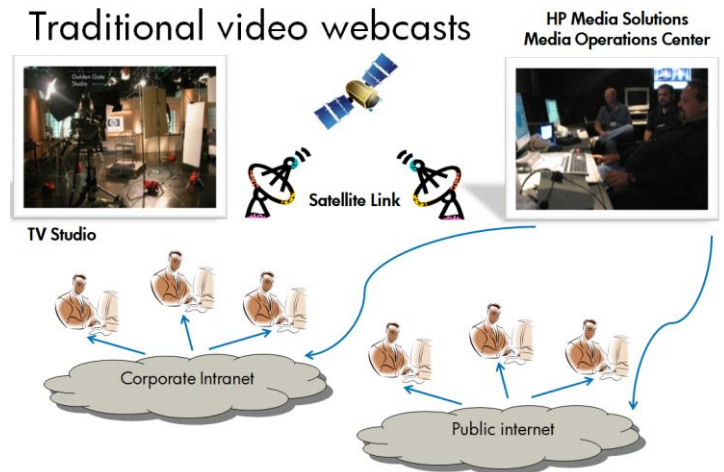
HP Media Solutions provides a variety of multi-media services to both internal and external clients:

- Videotaping and editing
- Satellite Broadcasting
- Live and on-demand streaming audio and video webcasts
- Facilitated web conference events and recording
- Podcast production
- Television studio rental
- Remote video production

The introduction of the Halo system has added a new dimension to video production. Presenters need to travel only as far as their nearest Halo room to appear on camera to participate in a live video event or record a video presentation. This eliminates a more costly approach of having to travel to a TV studio, or to send a video production crew to the presenter. The Halo room is already loaded with lights, camera and sound equipment.

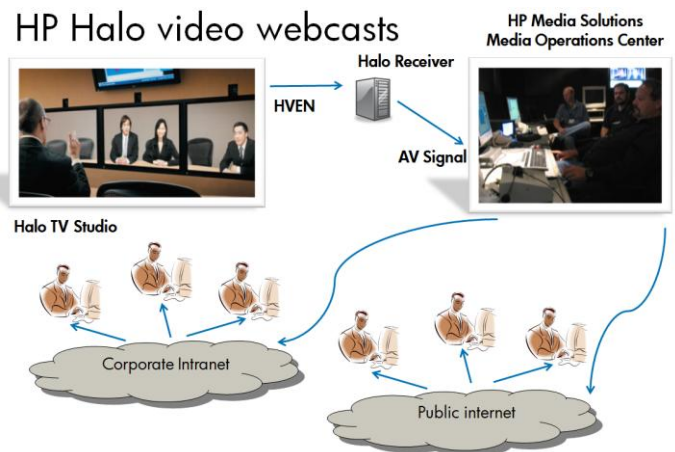
TRADITIONAL WEBCAST TECHNOLOGY

Before the Halo system arrived, video webcasts used a TV studio to generate audio and video signals. We then made a live video webcast and streamed it to thousands of desktop viewers.



HALO ADDS A NEW OPTION

What the Halo system allows us to do is to replace the TV studio with a Halo room. This saves on travel time, travel cost, and studio rental cost.



THE HALO PROCESS

Hopefully you're already familiar with the way the Halo system works because you've used it to hold collaborative meetings:

- You book a Halo meeting, selecting from 2 – 4 Halo sites
- In the Halo room, lights, cameras and sound are ready to go
- To start the meeting you simply connect the scheduled rooms

The Media Solutions Halo Webcast process starts the same way, and then adds on:

- You book a Halo meeting, selecting from 1 – 3 Halo sites
- You meet us in the Halo room 1 hour early to prepare
- We run a video webcast using the audio and video signals we receive from you

WHAT WEBCAST PARTICIPANTS SEE

Webcast participants can view a live webcast from an office, at home, or on the road. We encourage our presenters to interact with participants with polling questions, text questions and surveys. We can even invite them to “call in to the studio” and dialog directly with the presenter.



WEBCAST SERVICES OFFERED AS A CONVENIENT PACKAGE

Our basic Halo Webcast service is packaged with an experienced Project Manager to work with you to understand your needs, recommend best practices, set up the technology and supervise the live event. Every event is recorded and made available for replay for participants who could not attend the live event.

The basic service includes:

Webcast technology platform

- Audience size up to 5000 (more available)
- Synchronized Slides
- Text Questions and Question Manager (Moderator Only)
- Surveys
- URL Pop-ups
- Polling
- Registration
- Webpage
- CDN Bandwidth expense

Facilities

- Up to 3 remote Halo rooms
- Media Solutions Halo Receiver
- Halo Concierge Service
- Halo Control Room at Media Solutions
- Reservationless phones (for listen only)

Staff

- Webcast operator
- Senior webcast supervisor
- Video Engineer
- Project Manager
 - ✓ Resource reservations
 - ✓ Registration
 - ✓ Web page
 - ✓ Surveys
 - ✓ Live event supervision
 - ✓ Budget estimates, final pricing and billing

Replay hosting

- Free for 12 months

ADDITIONAL WEBCAST SERVICES AVAILABLE

In addition to the basic Halo WebCast service, Media Solutions offers a number of additional services that might be of interest to you:

- Expand the size of the audience that can be reached
 - ✓ 5,000, 10,000, 50,000, you name it
- Live Technical Support
 - ✓ A technical support person is standing by ready to help participants who might Have trouble logging on
- Operator Moderated Telephone Service
 - ✓ Make the webcast available by phone for those who cannot access the web
 - ✓ Let listeners talk back to the presenter in the Halo studio
 - ✓ Receive a participant list of those attending by phone
- Additional Project Management Time
 - ✓ More complex events may need more attention and time from your Project Manager
 - ✓ Team meetings, rehearsals, coaching sessions, script writing, marketing development
- Keep a copy of the event in your library with an Archive CD copy
- Extend the replay hosting period beyond the 12 month free period
- Get a transcript of the spoken word

PRICING

We based our pricing model on the concept that we would put together a cost effective package that contains all the basic elements of a Halo Webcast needed by many of our clients. Additional features and capability can be added as options if you need them, adding incremental cost to the project.

Basic Halo Webcasting Package Pricing:

- 60 minute event \$6,463 USD
- 90 minute event \$7,305 USD
- 120 minute event \$8,223 USD

Additional Services Available

- BID Expand external audience from 5,000 to 50,000 or more
- \$150/tech Live technical support
- BID Operated moderated telephone service
- \$185 /hour Additional project management as needed for more complex events
- \$100 One CD arrive copy of the event for your library
- \$75/month Extend hosting past 12 months (1 hour event)
- \$3.54/minute Transcript

OTHER USES FOR HALO

So far we've been discussing using the Halo System to create a live, streaming video webcast. But we can also use it in other ways.

Halo as a simple recording studio

The technologies employed are the same, but here we don't invite an audience to watch. The Media Solutions Project Manager works with the presenter to record the presentation. Then we put it up on the web for on-demand viewing by your audience.

- ✓ If the presentation is long, record in segments and edit to produce a polished event
- ✓ If the presentation is short, record top-to-bottom without stopping and save money on editing (you can record a short presentation multiple times until it's perfect)

Halo as a guest speaker tool

Let's say you're putting together a live event at a convention center and 600 people are expected to be in the audience of the General Session. You've got the perfect keynote speaker in mind, and he's agreed to present, but his schedule won't allow him the time to travel.

Halo can help! Send your presenter to the nearest Halo room and Media Solutions can put the required technologies together to allow your presenter to appear live on a big screen at your event.

This technique can be deployed for large venue events, satellite broadcasting or webcasting.

WHAT YOU WILL NEED TO BRING TO THE HALO ROOM

Here's what you will need to bring to the Halo room on live event day.

Presenters

One or two presenters in each Halo room can be accommodated on webcast events. Bring a laptop computer and an AC power adaptor. The presenter will need to log into a website to show their slides and flip to each desired slide as needed in the presentation.

Question Manager

You will want to choose someone to fulfill the role of Question Manager. This person will be logged into the webcast question manager webpage during the entire event. While the presenter is delivering the presentation, the question manager will see the incoming question or comment and choose to:

- ✓ Deliver an immediate answer to the participant who sent in the question or comment
- ✓ Create and send a message to ALL participants
- ✓ Identify, prioritize and organize questions that the presenter should answer

When the presenter gets to any of the scheduled question and answer sessions, the question manager can simply read the chosen question to the presenter for an answer.

Production Coordinator

We request that you bring a person who will act as a Production Coordinator. This person is needed to coordinate production details with the Media Solutions team in Cupertino, California. This person is our link to people in the room. As needs arise, we may ask the Production Coordinator to assist with communications, presenter positioning, or adjusting materials on the desk and in the background.

The production coordinator will need to bring a laptop computer and an AC power adaptor and log into our website. This allows us to use the chat feature to communicate while the event is going on.

BEST PRACTICES RECOMMENDATIONS

Halo Room Scheduling Tips:

- We ask our clients to schedule the Halo rooms needed for this event.
- Check with the Media Solutions Project Manager for availability of the Media Solutions Halo Receiver.

Staff Required:

- Presenters
 - ✓ Each Halo room will use one camera to feed the webcast.
 - ✓ You can sit one or two people in front of the camera.
- Question Manager
 - ✓ Nominate another person to manage text questions as attendees submit them throughout the webcast.
- Production Coordinator
 - ✓ We ask our clients to nominate one person for each Halo room to help with technical coordination.

Equipment Required:

- Each presenter will need a laptop in the Halo room to control slides.
- Each Question Manager will need a laptop in the Halo Room to manage text questions submitted by attendees.
- The Production Coordinator will need a mobile phone and a laptop in the Halo room to assist with managing production details.

Technical Considerations:

- Reserve the room at least 30 minutes before start of webcast for testing. 60 minutes would be ideal. You need that time to set up laptops and allow us to test the system.
- HP Media Solutions will "initiate the call". Please do not try to access our room.
- Your HP Media Solutions Project Manager will be able to talk to you in the Halo room, but you won't be able to see us.

Room Considerations:

- Sit in the middle of the desk and face the screen directly in front of you.
- Single presenters should sit in the middle of the middle table.
- Do not cover the table microphone with paper. Position your laptop so that it is not directly in front of the microphone.
- Remember that even though someone else is presenting your audio is always on. As there is no mute control, please remain quiet when not presenting. We will hear typing on a keyboard.
- Turn off cell phones, pagers.
- Do not attempt to watch the live webcast. The delay inherent in all webcasts will be confusing.

Clothing Recommendations:

- Business casual is the dress of the day. Bring clothing that is comfortable to wear and appropriate.
- Wear solid colors or large patterned prints. Choose something classy and classic, not overly trendy. Colors to consider are: navy blue, black, khaki, pastels, off-white, rich colors (but not glaring or overly bright).
- Do not wear :
 - ✓ anything green, bright red, or bright white
 - ✓ fabrics with tight patterns—(like checks, stripes, herring bone/hounds tooth as they create an unstable, vibrating jumpy effect called a moiré pattern.)
 - ✓ shiny or noisy jewelry (i.e. – dangling earrings/clanky bracelets)
 - ✓ silk (it rustles causing sound problems, and shows sweat stains quickly)
 - ✓ hats or clothes that display brand names or commercial logos

Slide Management:

- Send your PowerPoint slide set to your Project Manager the day before the event.
- Your PM will upload the slide set into webcast platform.
- The presenter's laptop will log into a website where he/she can flip slides.

MORE QUESTIONS? READY TO GET STARTED?

Now that you've had a basic overview of the Halo webcasting process, if there are other questions you have specific to your needs, or if you're just ready to get started, feel free to contact me and we'll set up a meeting to answer those questions.

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