

[Pictron PowerCast Presenter]



The Easiest Way To Create Live and On-Demand Rich Media Presentation

**It's a Whole New Way to
Communicate. Extend Your
Reach Without Extending
Your Resources.**



Pictron PowerCast Presenter empowers corporate presenters, instructors, or trainers to easily create live or on-demand rich media presentations. Pictron PowerCast Presenter works behind the scenes during a PowerPoint presentation to capture live video and audio and synchronizes on-the-fly with slides during the presentation. It also automatically generates table of content based on individual slide title and indexes every word of each slide (and notes, too, if desired) to create searchable rich media presentations. It even captures PowerPoint animation effects to provide perfect synchronization of your whole presentation. Once the presentation is complete, Pictron PowerCast Presenter easily publishes recorded presentation to CD, DVD, Website, or the optional Pictron PowerCast Presentation Server for instant Web distribution with robust built-in search functionality.

Pictron PowerCast Presenter is a PowerPoint Add-In module and runs inside the Microsoft PowerPoint application during normal presentation. Just present

your PowerPoint slide show as you normally would and no training or extra hands are required to produce live or on-demand rich media presentation inside Intranet or on the Internet. Your audience can view rich media presentation live or on-demand anytime, anywhere, with only a Web browser. You can customize webcast look and feel based on your own HTML template design for powerful branding and syndication.

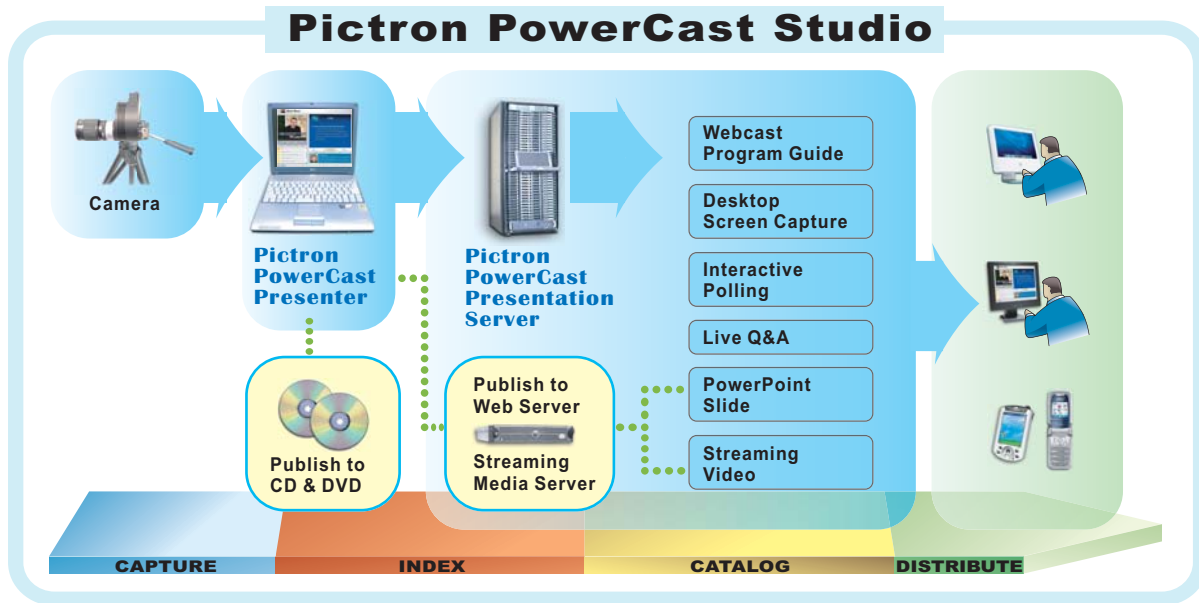
Pictron PowerCast Presenter supports both Microsoft Windows Media and RealNetworks streaming media formats. You can synchronize PowerPoint slides to existing streaming media files or capture live from video camera and broadcast live at the same time. PowerCast Presenter can simultaneously control multiple capture cards on local or remote computers to deliver multiple live streams in both Microsoft and Real media formats. PowerCast Presenter is surprisingly affordable and is all you need to produce live and on-demand rich media webcast on your Web and streaming media servers.

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Pictron is a leading provider of interactive media solutions making video searchable and interactive on the Internet. Pictron's products and services are designed to power the next generation rich media applications in corporate communication, e-Learning, live and on-demand webcasting, media asset management, and video search portal. Pictron PowerCast Studio is an enterprise-scale software platform that empowers users to easily produce compelling live and on-demand rich media presentations with streaming video synchronized with PowerPoint slides or other rich media content. Pictron PowerCast Studio is built based on cost-effective and scalable modules. This provides small organizations or large enterprises alike the flexibility to start with an

affordable solution with a clear upgrade path to grow into their unique rich media needs.

Pictron PowerCast Presenter is a self-contained module in Pictron PowerCast Studio solution and is all you need to produce live and on-demand rich media presentation. For large enterprise applications, Pictron PowerCast Presentation Server streamlines and automates webcast production workflow to build instant rich media presentation portal with searchable content. It is seamlessly integrated with PowerCast Presenter with full media asset management and Web distribution capability.



Product Features

Product Version Comparison

Features	PowerCast Presenter	PowerCast Presenter Basic
Webcast Type	Live, On-Demand	On-Demand
Streaming Media Type	Windows Media, Real	Windows Media
Number of Streams	Multiple	One
Encoder Control	Local, Remote	Local
Number of Encoders	Multiple	One
PowerPoint Slide Image	JPEG, GIF, Scalable	JPEG, GIF
PowerPoint Animation	Supported	Not Supported
Browser Platform	IE, Safari, Firefox	IE
Price	\$999	\$499

Software Requirements

- Windows XP, Windows Media Center, Windows 2003 Server, and Windows Vista.
- Microsoft PowerPoint/Office XP, 2003, and Above.

Powering Searchable Media

Pictron PowerCast Presentation Server is built on the premise that today's rich media presentations require robust search capabilities that enable users to find specific information fast. The server organizes and indexes rich media presentations to make them immediately available for Web-based searches. And for unparalleled power in rich media indexing, searching, and retrieval, Pictron Media Gateway Suite provides sophisticated audio and video indexing - including scene change detection, closed captioning content, speech recognition, facial recognition, and other forms of important metadata.