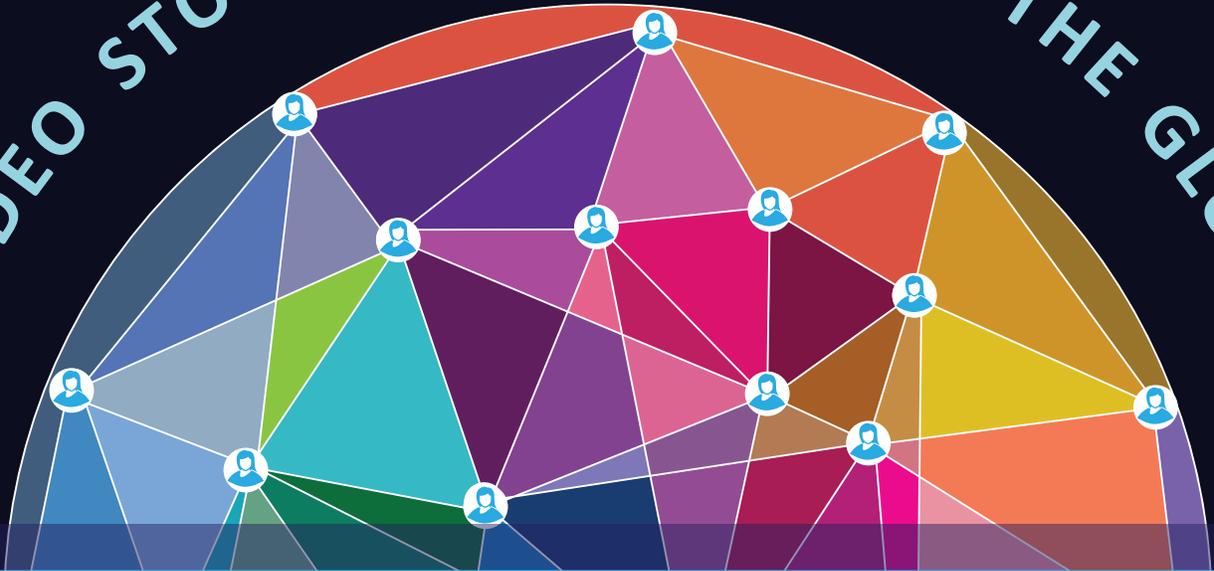




VIDEOLINK®

VIDEO STORYTELLING ACROSS THE GLOBE



Capture timely stories with VideoLink ReadyCam®



ReadyCam®

by VIDEOLINK®

Video production and live media are effortless with the Global ReadyCam® Video Network.

Creating better communication has become a strategic priority.

Video is one of the most powerful communications tool available to the C-Suite. Yet many can't take advantage of it. With fully functional in-house video studios, they can. The ReadyCam video studio simplifies the video production process and makes video accessible to everyone in the organization across the globe.



Minimize expensive production crews, scheduling, and travel costs.

Video production costs are often reduced by at least 40% and executives can tell their stories in minutes, without disrupting busy schedules. Executives have immediate access to worldwide media outlets and on-demand video production.

ReadyCam's global reach.

Each studio can be managed remotely using a web-based interface or a client-operated video center. This gives in-house creative and production teams full control over production values, the video process, and the message. And, your teams don't need to leave their offices to do it.

Your storytellers can record video at a moment's notice quickly and efficiently in their studio(s). Live media and recorded videos can take as little as thirty minutes and with experienced editors, a finished video can be delivered in one day rather than a week.



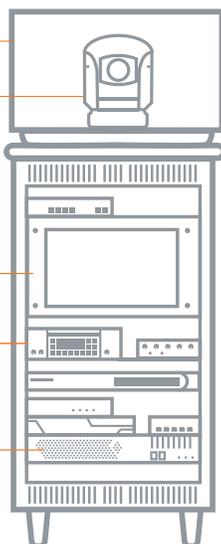
Integrated teleprompter
(optional)

Sony™ 16:9 HD digital
color camera

16:9 HDTV
confidence monitor

AJA KiPro
(optional)

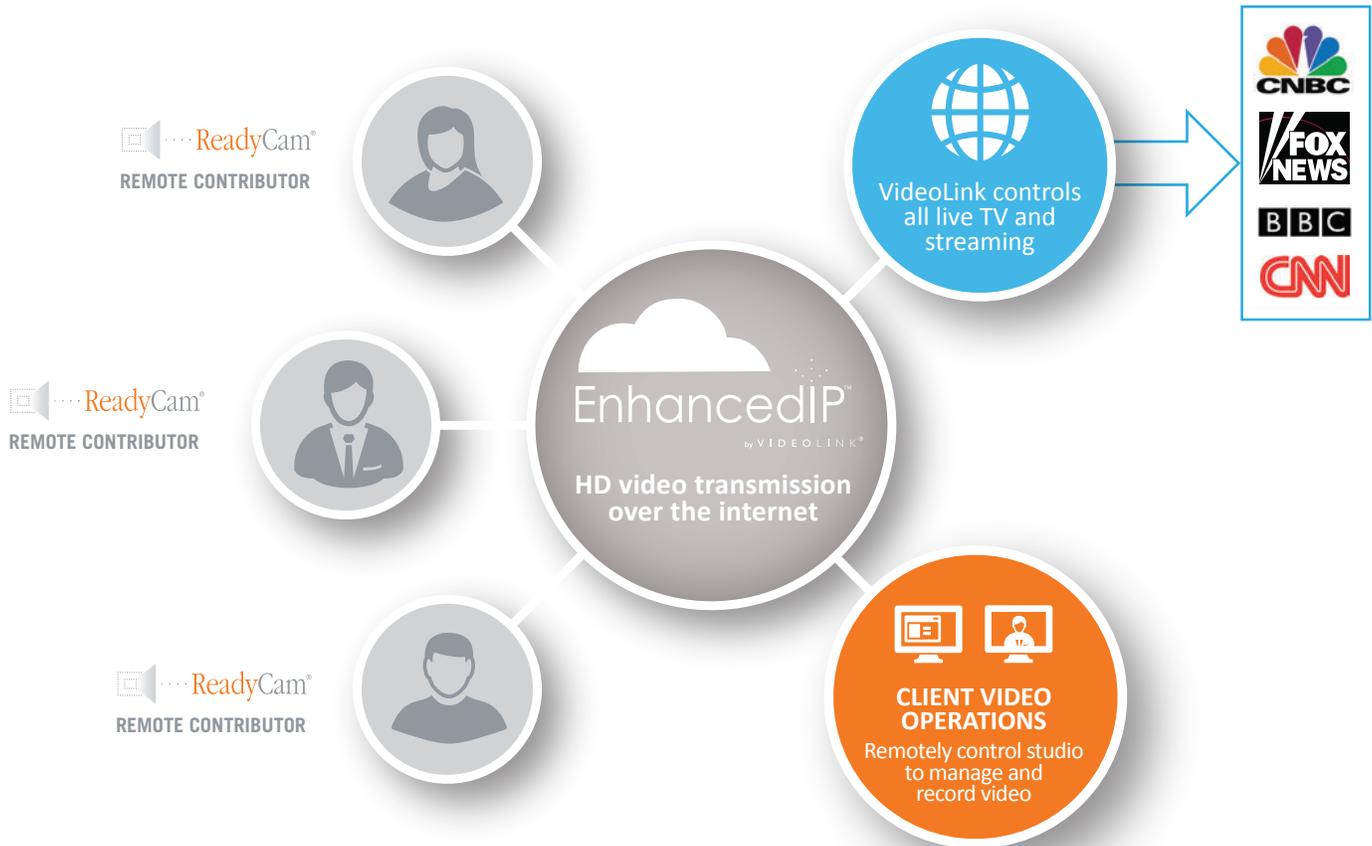
VideoLink EnhancedIP™
Network



VIDEOLINKTV.COM

Overview of VideoLink Global Video Network

Using the advanced internet technology of VideoLink's EnhancedIP network, clients can manage and control each of their ReadyCam studios. Creative teams can coach talent, control all aspects of the studio and record seamless, accessible, low cost HD video using the client video operations center. Timely video communications can be at least 40% less expensive and delivered in days with the ReadyCam Video Network.



BEHIND THE LENS



Alcoa came to VideoLink with a challenge:
How can they minimize executive travel and scheduling disruptions when appearing on live TV and create a convenient and affordable video process to create simple video.

WHY USE AN IN-HOUSE STUDIO?

With an 'always-ready' video studio, executives can quickly make ad-hoc videos and use video to reach their global constituents. A video studio makes it easier to respond to video requests and to quickly turn video projects.

THE RESULTS?

The ReadyCam studio and video network enables Alcoa to provide a convenient way for executives to create live and on-demand internal video communications.

The creative team can reliably control the brand message and production value, consistently delivering last minute videos with a HD, high production quality.

The team now responds faster to 'pop-up' video requests and has an average turnaround for single camera, traditional videos of 48 hours vs. 2 weeks

Improved delivery times and fewer crews means the team can create 2-4 videos per week with a savings of 40-60%.

The VideoLink difference.

VideoLink offers clients over 25 years experience in broadcast live TV and corporate video services. With dedicated account management, 24/7 support, proven video technology, and a creative video team, VideoLink partners with clients to deliver exceptional video production services and experiences.

- Experience in partnering with Fortune500, institutions, and global B2B and B2C brands with local, 24/7 support.
- Proven video technology, live TV process and HD video transmission infrastructure with over 200 ReadyCam studios installed.
- Creative video strategist empowering brands to embrace the new age of video storytelling

In-house Video Studios

From live TV and beyond. The ReadyCam studio makes video accessible, cost effective and efficient. The 'always ready' studio helps you make video part of every conversation.

Creative Video Strategy

Push play for your brand story. Combining the art of storytelling with the science of video production, a VLCreative video strategy goes beyond the idea of video.

Studio Productions & Events

Live events to in-studio productions. We manage the entire event process from pre-production to post-production. Services include webcasting, media tours and events.



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