

Getting Started In Online Education:

Stream Your Classes & Training Online



Toll-Free (800) 254-7554
www.vitalstream.com



Contents

Introduction Page 1

Who Can Use Online Education? Page 1

- ✓ Benefits of Online Education Page 1
- ✓ Using VitalStream You Can Page 1

Tools Enabling Online Education Page 2

- ✓ VitalStream MediaConsole Page 2
- ✓ Accordent PresenterPRO Page 3
- ✓ Macromedia Flash Communication Server MX Page 4
- ✓ Serious Magic Visual Communicator Page 5
- ✓ Sonic Foundry MediaSite Live Page 6
- ✓ TechSmith Camtasia Studio Page 7

The Importance of a Reliable Content Delivery Network Page 8

Tips On Putting Your Educational Content Online Page 9

Online Education Success Stories Page 9

- ✓ PayPal Developers Network Page 9
- ✓ Draw123.com Page 10

Conclusion Page 10



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Introduction

Transform your online presence into a virtual classroom with streaming media and web conferencing solutions from VitalStream. Recent advances in streaming media, web conferencing and Internet connectivity have converged to make it easier than ever to adapt your classes or training to an online format. VitalStream, together with our technology and channel partners, provides all of the tools you need to deliver online education.

Who Can Use Online Education?

Whether you are an individual instructor seeking to offer classes online or an accredited university seeking to put an entire curriculum online, VitalStream has a solution for you. Businesses and people that have found success using VitalStream's online education solutions include:

- ✓ **Instructors and Professors**
- ✓ **Accredited Universities**
- ✓ **Human Resources**
- ✓ **Corporate Trainers**

Benefits of Online Education:

- ✓ **Far Reaching** – Offer your classes to a worldwide audience beyond your local area.
- ✓ **Self-paced Instruction** – Your students determine the speed at which they go through the courses.
- ✓ **Serve More Students** – Now you can serve the needs of those who do not have the time or ability to come into a classroom.
- ✓ **Students Can Take Classes Anytime** – Your classes can be delivered around the clock enabling your students to fit classes into their schedule which helps to meet the needs of distance learners.
- ✓ **Improved Retention of the Materials** – Multimedia courses that include streaming media and interactivity help to recreate the live classroom experience and appeals to all of the senses which enables students to better retain what they are learning.
- ✓ **Increased Student Participation** – In a traditional classroom, less than 1 in 5 students will respond if they have a question. With online classes, the response rate is much higher with more than 4 out of 5 students asking questions.
- ✓ **Archive Course Material** – You can archive your classes so students can revisit them if they miss a course or need a refresher.

Using VitalStream You Can:

- ✓ Deliver Audio and Video Lessons Around the World
- ✓ Interact with Students Using Multi-way Web Conferencing
- ✓ Host PowerPoint and Microsoft Producer Presentations Online
- ✓ Conduct Classes Using Leading Web Conferencing and Online Presentation Software Applications
- ✓ Gather Student Information with Authentication and Registration
- ✓ Sell Courses Online Using Pay-Per-View
- ✓ Track Attendance and Classroom Size Using MediaConsole Real-time Reports
- ✓ Secure and Protect Your Courses with the Latest DRM Technologies



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Tools Enabling Online Education

VitalStream has partnered with leading companies that provide innovative software solutions for delivering online learning. E-learning complexity ranges from some simple web pages to full-blown, multi-way web conferencing. The best solutions involve a mix of both. Below are some of the more effective solutions that we have delivered for our educational and corporate training customers.

VitalStream® MediaConsole®

MediaConsole is a web-based service exclusively available to VitalStream customers. Use this powerful tool to control all aspects of your streaming media and hosting accounts. For example, using MediaConsole, you can sell and stream your audio/video training to large global audiences, use authentication to capture demographic information, and use real-time reports to track viewing habits and measure ROI.

MediaConsole Key Features:

- ✓ Easy-to-Use Point-and-Click Interface
- ✓ Sell Your Media Online Using Pay-Per-View
- ✓ Track Attendance and Class Size with Real-Time Reports
- ✓ Ensures the Secure Delivery of Your Classes
- ✓ Supports All Major Streaming Media Formats

To learn more about MediaConsole and request a free tour, call (800) 254-7554 or visit:

<http://www.vitalstream.com/mediaconsole/>

MediaConsole

Website Streaming E-mail Back Office Help

Edit Media Package Change Package

DESCRIPTION MEDIA TEMPLATE DISTRIBUTION LINKS SCHEDULE ADVERTISING

Add Media to Package

Step 1:
Choose Media File From Server

mediaconsoletour.wma
 presenter.wmv
 presenter2.wmv
 6001_1_100.wmv
 6001_1_300.wmv

Step 2:
Assign Settings for Selected File

Link Name

Width Pixels (Optional)

Height Pixels (Optional)

TIP: To upload media to server, go to [Media File Manager](#).

Add Media

Media In Package

File Name	Link Name	Width	Height	Update	Remove
mediaconsoletour.wma	<input type="text" value="Audio"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="button" value="Update"/>	<input type="button" value="Remove"/>

MediaConsole: Add Media to Package



PresenterPRO Interface

Accordent PresenterPRO™

Accordent Technologies develops presentation authoring tools that are renowned for their ease-of-use, affordability, and scalability. Accordent software users like Philips, Roche, Yale, U. of Florida are using PresenterPRO and PresenterPLUS today to create professional, web-based presentations in a fraction of the time previously required and with absolutely no hand coding.

Creating Compelling Content

Accordent's PresenterPRO and PresenterPLUS products offer a wide array of features that enable companies to create compelling corporate communications, eTraining, marketing, and entertainment content easily and efficiently. Let Accordent and VitalStream find the perfect content creation and delivery solution for you.

PresenterPRO Standard Edition

PresenterPRO SE combines a proven architecture, an efficient workflow process, and essential functionality, including live or on demand streaming media, synchronized PowerPoint slides and URLs, and "email the presenter" functionality.

- ✓ Support Live & On Demand Streaming Media
- ✓ Offers Microsoft Media and RealMedia Support
- ✓ Standards-based with No Additional Hardware Requirements

PresenterPLUS

Continuing upon Accordent's tradition of quality and reliability, PresenterPLUS is the first Accordent product designed exclusively for on demand media. With its wide array of production, editing, and preview features, PresenterPLUS will have an immediate impact on your content and your ROI.

- ✓ Supports all major streaming formats including RealMedia, Windows Media, MPEG 1, 4, MP3, WAV, AVI and more.
- ✓ Allows the producer to synchronize GIF, JPG, PowerPoint, Flash, PDF files and web pages.
- ✓ Includes fully customizable skins that can have four target regions for synchronized content.
- ✓ An easy-to-use timeline for viewing and editing synchronized content.

To learn more about Accordent PresenterPRO and PresenterPLUS, visit: <http://www.vitalstream.com/accordent/presenterpro-presenterplus.html>

Macromedia Flash Communication Server MX

Built for streaming media, rich media messaging and real-time collaboration, Flash Communication Server MX is an excellent tool in the online educators toolbox. VitalStream, a Macromedia Alliance Program member, is the first Content Delivery Network (CDN) to support Flash Communication Server MX.

Flash Communication Server MX Key Features

- ✓ Multi-way Media Broadcasts
- ✓ Real-time Data Transfer
- ✓ Shared Whiteboards
- ✓ Virtual Conference Rooms
- ✓ Message Boards and More...

To learn more about Flash Communication Server MX and try free online demos, visit:

<http://www.vitalstream.com/macromedia/flash-com.html>



Custom Interface for Macromedia Flash Communication Server MX (Created by 4D Media Group)



Visual Communicator Interface

Serious Magic Visual Communicator

Create professional video presentations in minutes! Video is the most effective way to deliver a message; it captivates viewers, focuses their attention, and gets them to act. Serious Magic's award-winning Visual Communicator now lets people with no video experience quickly create professional video presentations in minutes - right from their desktop.

Visual Communicator Key Features

- ✓ Automated Wizard Builds Professional Looking Graphics and Tiles
- ✓ Comes with Professional Templates and Royalty-Free Content
- ✓ On-screen Teleprompter Enables You to Speak Clearly and Confidently without Memorizing Lines
- ✓ Dynamic TV-Style Transitions
- ✓ Instant Professional Backgrounds



Sonic Foundry MediaSite Live

MediaSite Live is a powerful hardware and software web communications system that allows organizations to quickly capture, publish and share video-rich presentations. Make a presentation with MediaSite Live and have it automatically turn into interactive rich media while you do it. Your audio, video, and any thing you show are all captured – in real time – and automatically turned into engaging, high quality content. Presentations can be done live or simply captured and stored for use on demand.

MediaSite Live Key Features

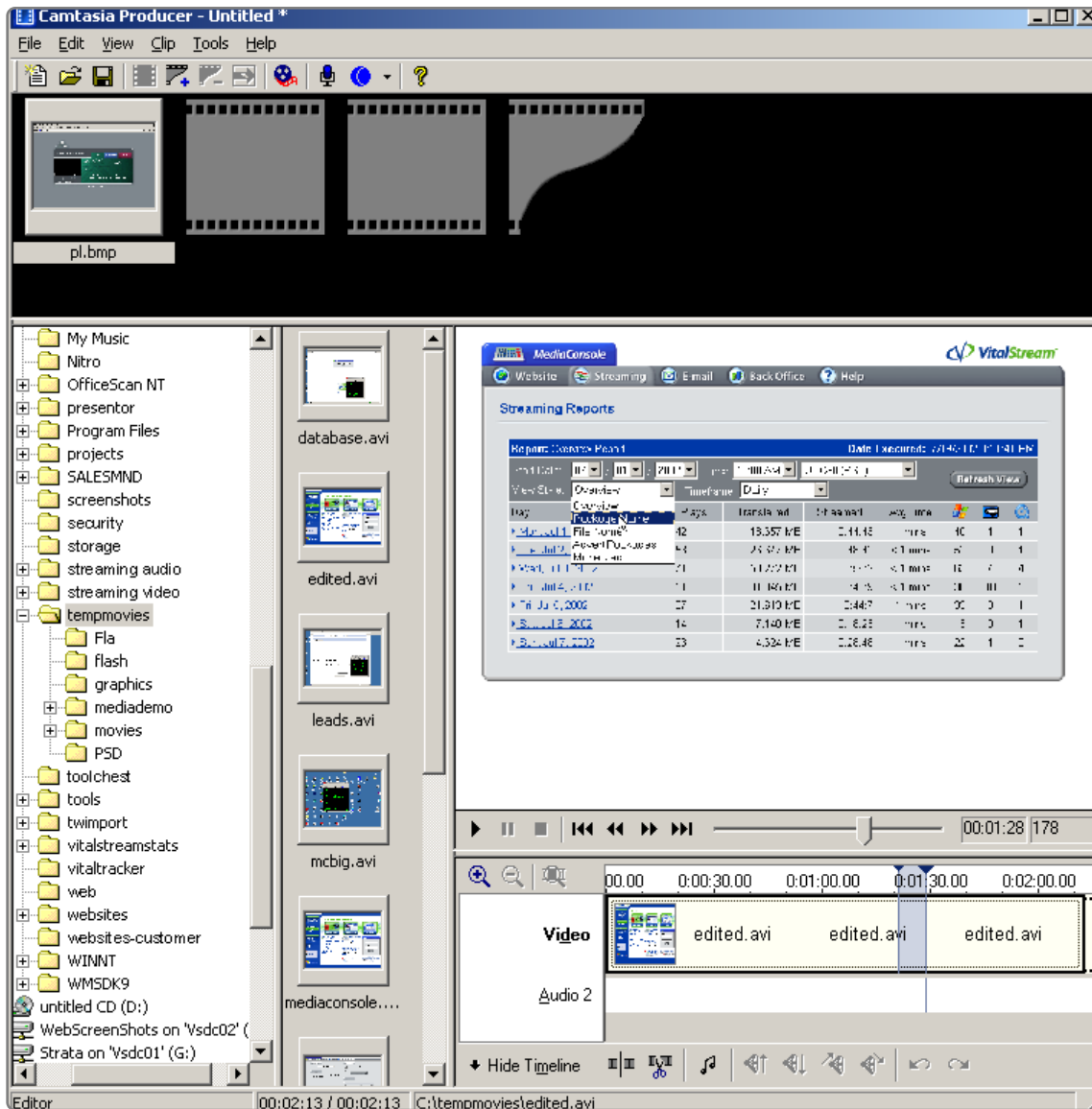
- ✓ Presenter Friendly Design – One Click Approach Can Be Used by Non-technical Users
- ✓ Highly automated – No Preproduction, Post Production, or Authoring Required
- ✓ Interactive Media – Visual Index Created On the Fly
- ✓ Audience Interaction – Polling and Q&A
- ✓ Can Be Used for Live, On-demand or Archiving Applications

To learn more about MediaSite Live, visit:

<http://www.vitalstream.com/sonicfoundry/mediasite-live.html>



MediaSite Live Presentation



Camtasia Producer Interface

TechSmith Camtasia Studio

Camtasia Studio is a video screen recording studio made up of five applications that let you record, edit and share videos of activity on your Windows screen. Using these applications, you can easily create a video training class on Excel (or any other program on your computer). The five applications in studio include:

- ✓ **Camtasia Recorder** – Screencam That Records All Activity - Including Narration - on Your Windows PC Screen
- ✓ **Camtasia Producer** – Edit Your AVIs
- ✓ **Camtasia Effects** – Add Captions, Arrows and Graphics to Your AVIs
- ✓ **Camtasia MenuMaker** – Create Custom Menus for Distributing Your Videos and Related Materials
- ✓ **Camtasia Player** – Preview Camtasia Studio Videos and Share Them in AVI Format

If you have your own product or solution that you would prefer to use, VitalStream is flexible. We can put together a custom solution to accommodate your needs. Call (800) 254-7554 to learn more.

The Importance of a Reliable Content Delivery Network

To ensure your students enjoy a good educational experience, it is extremely important to deliver your courses using a fast and reliable content delivery network with a worldwide footprint. VitalStream has engineered a world class CDN that combines performance with geographic diversity to deliver your online courses with the highest possible quality.

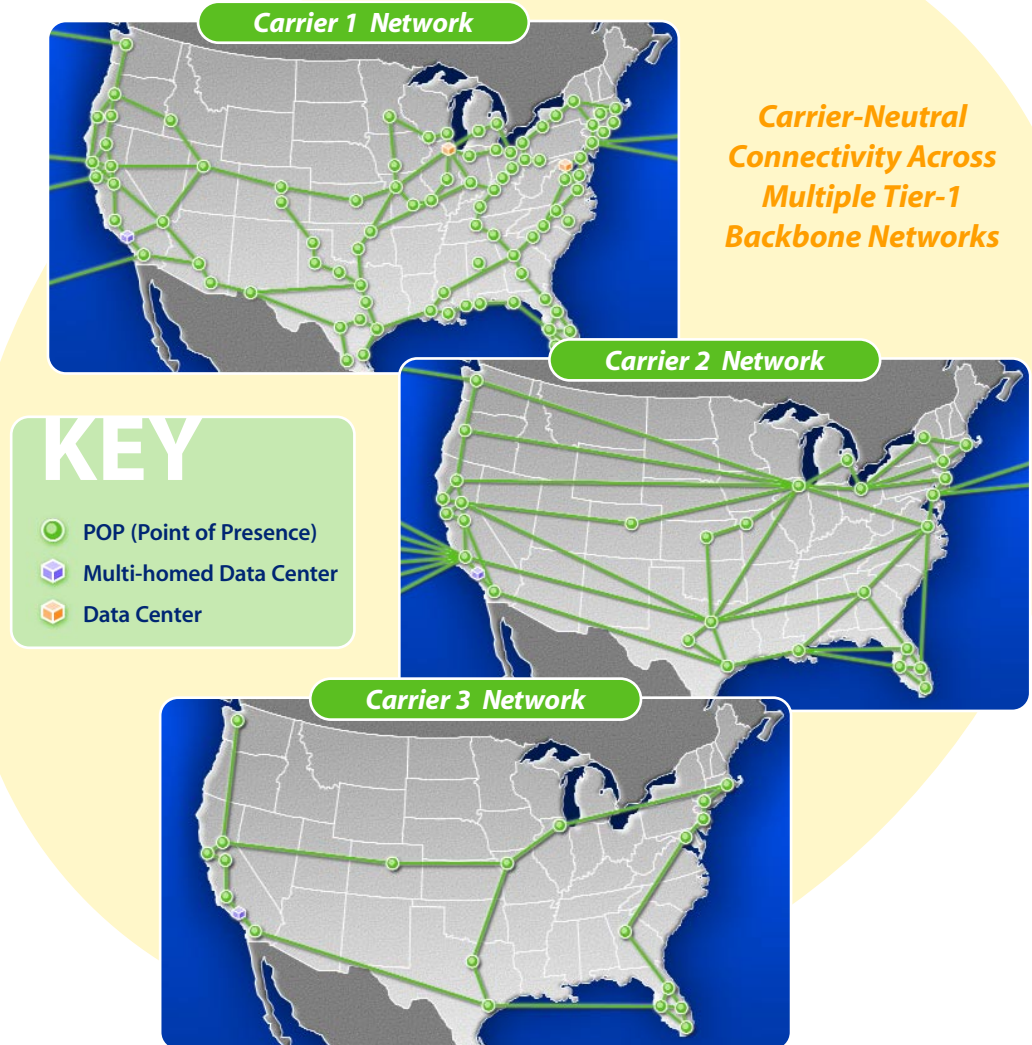
VitalStream Network Features

- ✓ **Geographic Diversity** – Multiple broadcasting centers and multiple POPs are distributed worldwide.
- ✓ **Carrier-Neutral** – The network features connectivity across multiple tier-1 backbone networks.
- ✓ **High Performance** – Each broadcasting center features multiple OC12 fiber optic connections and quality equipment from Cisco, Alteon and Extreme Networks.



VitalStream Los Angeles Broadcast / Data Center

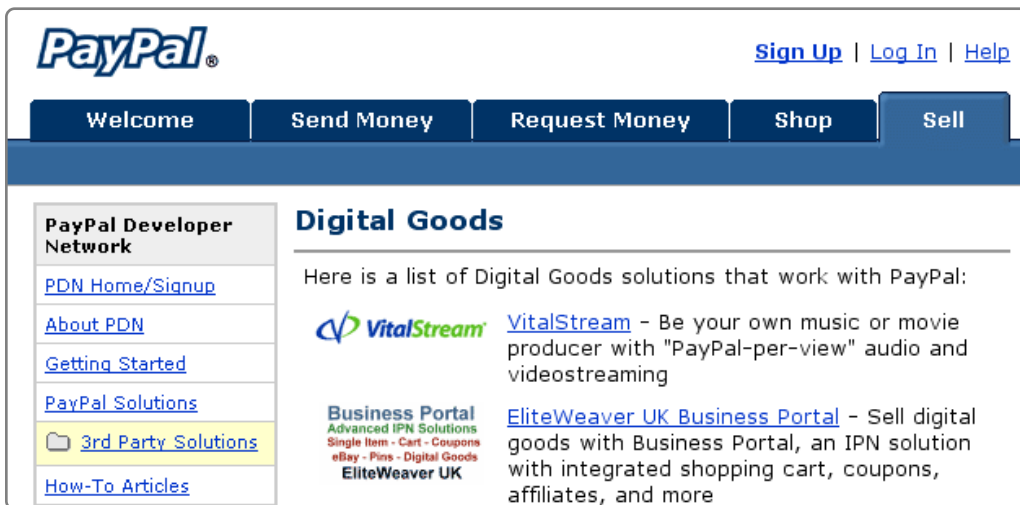
Network Map



Tips On Putting Your Educational Content Online

There are many factors to consider when preparing to go online. VitalStream has the experience to help you avoid any stumbling blocks and ensure your online venture is successful. Below are some tips to help you get started.

- ✓ **Capture a High Quality Source File** – To ensure high-production values, use a production crew or someone with video experience to capture your source content. Be sure that the camera used uses a professional format such as DV or DigiBeta. VitalStream can refer you to one of our qualified production partners to help you with this task.
- ✓ **Use Technologies That Support Standard Formats** – To ensure maximum compatibility and portability of your content, be sure that the application that you use to edit your classes can export to a standard, lossless format. Be sure to keep a copy of this source file. Do not use applications that only create compressed files that cannot be edited outside the host application.
- ✓ **Know Your Audience** – Applications like MediaConsole make it easy to support both Mac and PC users. The more formats you support, the bigger the potential audience you can reach.



The screenshot shows the PayPal Developer Network website. At the top, there is a navigation bar with the PayPal logo and links for Sign Up, Log In, and Help. Below the navigation bar are tabs for Welcome, Send Money, Request Money, Shop, and Sell. The main content area is titled "Digital Goods" and contains a list of solutions that work with PayPal. The solutions listed are:

- PayPal Developer Network**
 - [PDN Home/Signup](#)
 - [About PDN](#)
 - [Getting Started](#)
 - [PayPal Solutions](#)
 - [3rd Party Solutions](#)
 - [How-To Articles](#)
- VitalStream** - Be your own music or movie producer with "PayPal-per-view" audio and videostreaming
- Business Portal** - Sell digital goods with Business Portal, an IPN solution with integrated shopping cart, coupons, affiliates, and more
- EliteWeaver UK Business Portal** - Sell digital goods with Business Portal, an IPN solution with integrated shopping cart, coupons, affiliates, and more

PayPal Developer Network Uses VitalStream to Deliver Their Training Videos

Success Stories

Many VitalStream customers have experienced success using MediaConsole to deliver online learning. Below you will find some case studies.

PayPal Developer Network

The marketing department for the PayPal Developer Network recently needed to train 100,000 plus PayPal merchants on latest features of PayPal. They chose MediaConsole to power the video links in a monthly newsletter featuring video tutorials.

Results:

- ✓ Able to Deliver Training Videos to Over 5,000 Viewers in a Single Day
- ✓ Tracked Click-through Rates and Viewing Habits Using Real-time Reports
- ✓ Content Delivered Via Web E-mail and Internet

Bottom Line:

Cost effective solution that could be deployed in less than four weeks including content development. Program is being expanded to use videos for additional FAQ and training areas.

Draw123.com

Draw123 was started when an instructor wanted to sell art instruction videos online to supplement his teaching income. The site has emerged to become one of the top art instruction sites on the Internet. Using only an iMac and a mid-range camcorder, the instructor was able to inexpensively create DVD videos of his classes. He had the DVDs replicated and encoded into multiple streaming formats by VitalStream's partner Digital Outpost. Today the videos are sold and streamed online using VitalStream and PayPal.

Results:

- ✓ Draw123.com Receives 300,000 Hits a Month
- ✓ Services Approximately 10K Students a Month
- ✓ Site is Self-funded and Profitable

Bottom Line:

The instructor recouped his investment within the first year. The product is continuing to sell well with no additional development costs. Adding streaming resulted in a wide use of the site. The online presence had a halo effect resulting in a steep increase in live class attendance and DVD sales.



Streaming Instruction Video Showing Sketchpad



Draw123 Website

Conclusion

Online education involves mixing together interactive streaming media, web pages, PDF documents, online quizzes, chat rooms and other interactive elements. With our technical expertise, VitalStream can help ensure you create a good multimedia presentation with high-quality educational content over the Internet. We want to help you succeed. Call us at (800) 254-7554 to see how we can help you.