



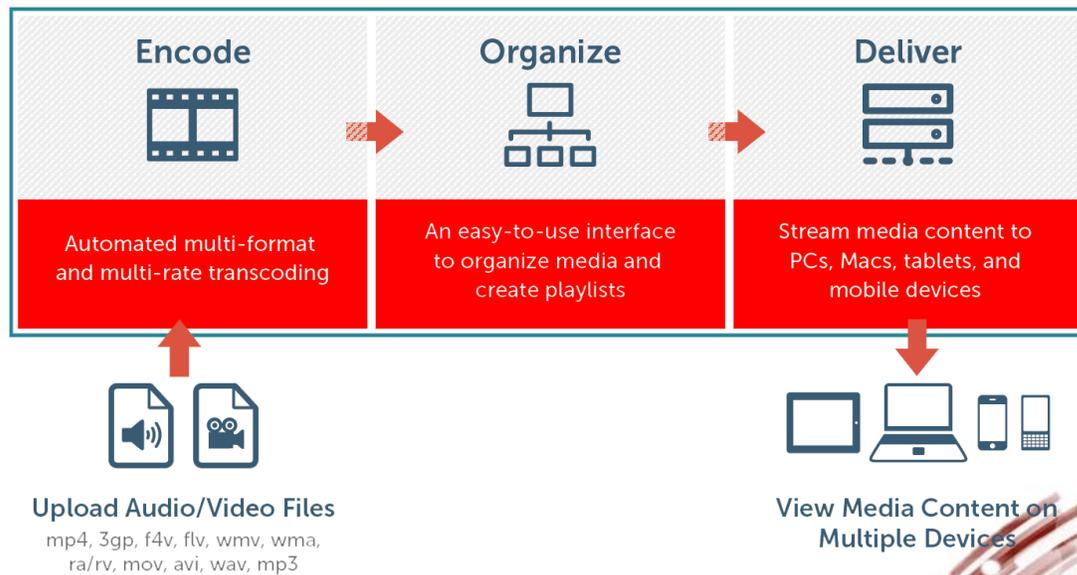
4THEWALL PORTAL is a media library with professional content management, encoding and delivery. You can easily upload, manage and securely share your organization's videos.

**4THEWALL PORTAL** is a complete system to encode, manage and deliver audio and video across players, platforms and devices. This customizable, branded solution is **as easy to use as YouTube** but as private and secure as your organization requires.

**PORTAL** has a **powerful web interface** that lets you catalog, search and manage media assets on your streaming server. Features let you **easily flag problematic content, get statistics on media usage and organize content** by dragging and dropping into **sub-categories**. The intuitive front end lets you easily **find what you're looking for** on the web or **any mobile device**.

#### HERE'S HOW IT WORKS

- Upload existing media files including MPEG, AVI, RealAudio, Windows Media or QuickTime files.
- Assign associated title, description and metadata information to each uploaded file via a simple upload page.
- **4THEWALL PORTAL** automatically converts all uploaded media into streaming media formats such as H.264, making them ready for viewing in an easy-to-use and searchable web interface on any device including iPhone, iPad, Mac, PC, tablet and more.
- **PORTAL** uses batch encoding raw media inputs into streaming and downloadable video and audio outputs using simple processes similar to those of many popular user-generated content sites.
- Profiles for various applications are included, such as mobile, full screen, white board or projector delivery, enabling the discovery, management and playback of media files via a Web 2.0 user experience.
- Users access digital media using mobile devices, PCs and tablets.



**PORTAL** is a fully-supported, end-to-end solution allows organizations to automate the creation and delivery of high-definition, live and on-demand media. Easily integrated and managed, this solution helps educators, governments, enterprise organizations, broadcasters, carriers and OEMs reach more people with the content they want through a solution that saves money by streamlining the entire media delivery process.

#### **Automatic encoding**

Upload audio and video files, including MPEG, AVI, Windows Media, QuickTime, MP3 or WAV for automatic conversion to H.264/AAC. Encode and transcode once for various file formats.

#### **Universal streaming**

Deliver content to smart phones, tablets, PCs and other devices, including iPhone, iPad, Android, BlackBerry and others.

#### **Multi-language support**

Present your media experience in multiple languages to serve a multi-lingual, global audience.

#### **Engaging site redesign**

Enjoy an enhanced site design and mobile experience including intuitive icons, user avatars and customized branding with your logo and colors.

#### **Improved search**

Help users easily find what they're looking for with an improved search capability.

#### **Embeddable chapter points**

Share relevant portions of a longer video by embedding the unique chapter into another system for playback.

#### **Embedded analytics**

Embed Google Analytics to better understand media usage such as visitor demographics, behavior and traffic sources.

#### **Content organization**

Use categories and sub-categories to organize your media for an easier user experience and drag and drop content for simplified management.

#### **Closed-Captioning**

Use closed-captions to help you comply with Section 508 and delivery content to more people.