

Ignite provides the industry’s most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates –to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Accenture, BearingPoint, Sabre, and Procter & Gamble.



Managed P2P Streaming Technology

Streaming media technology is ideal for live event broadcasts as it provides users the ability to begin playing content almost immediately after streaming begins, rather than having to wait for downloading to finish. However, with traditional streaming solutions, streaming files’ availability and quality are limited by available bandwidth. Unlike traditional streaming solutions, Ignite’s live streaming solution is based on managed peer-to-peer (P2P) streaming technology, enabling enterprises to provide high-quality streams without adversely affecting their networks. Ignite enables enterprises to implement a high-quality live streaming solution that is scalable, network-friendly, ensures higher audience participation, and supports live audience interaction - moderated questions. Ignite’s live streaming solution also provides stream publishers with extensive real-time and historical data regarding audience participation.

Why Managed P2P Streaming?

- Enables high-quality streams without adversely impacting networks
- Effective in low-bandwidth areas
- Proactively notifies end users of live streaming events
- Includes extensive reporting capabilities
- Eliminates the need for heavy initial capital investments, long deployment timeframes and ongoing maintenance costs for infrastructure and personnel

Ignite’s software-based live streaming solution can be deployed in a very short time, requires little maintenance and offers significant advantages for enterprises.

Network Efficiency

Ignite’s streaming solution leverages centrally-controlled and managed P2P relationships to pull content from each other or from designated localized content proxy/caching servers. This superior delivery efficiency enables enterprises to provide their audiences with high-quality streams without adversely impacting their networks. Additionally, this technology gives enterprises unparalleled reach and efficiency, enabling audiences in low-bandwidth locations to participate in live streaming events.

Moderated Questions

Ignite's offers moderated questions as part of its live streaming solution, providing participants the ability to submit questions and receive feedback during a live event. Questions are managed and responded to by a stream event moderator and/or presenter through an easy-to-use console. Following the live event, questions and answers are archived to be accessed later in reports or pushed to users as an additional content delivery.

Customers can use Ignite's default end-user interface (see below) to deliver the stream and allow participants to submit questions to the event moderator. Alternatively, customers can use Ignite's open APIs to design their own end-user interface, including the moderated questions feature. Live event participants can submit one question at a time and unlimited questions per live event.



Live event moderators manage questions submitted by participants through a moderator console. A single live event can have multiple moderators managing the questions list. The moderators can review and filter questions based on associated user attributes (name, department, role, geographical location, etc.) and add remarks to the submitted questions before deciding which questions to forward to the presenter. To enable easy filtering of questions, the moderator console also allows the creation of custom filters using a variety of criteria (see the default moderator console below). Moderators can also view questions that have been sent to the presenter, change the order, add remarks or delete questions from the queue.

Moderator

3rd Quarter Review

Attendees: 5,101 Time Remaining: 59:08

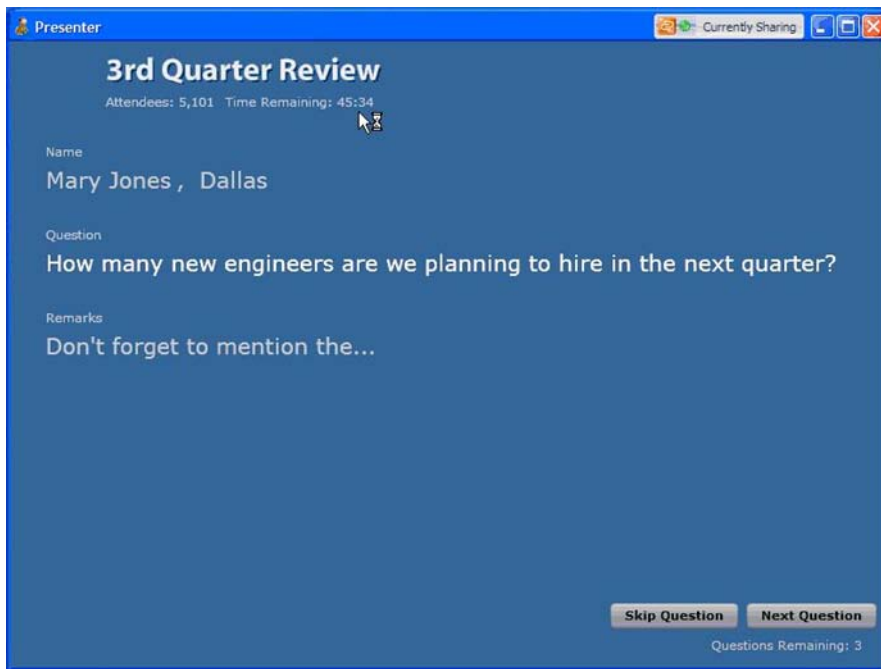
Check for new questions in 27

Questions Received: 5

Moderator Queue + Presenter Queue

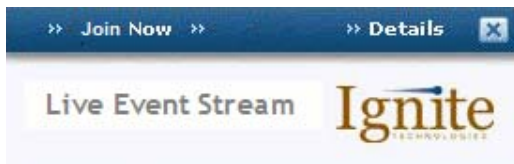
User Name	Office	Department	Topic	Time	Question			
Maurice Smith	Newark	Marketing		01:59:00 PM	Can we expect a comparable marketing budget next year?	✕	💬	✔
Christina O'Connor	Denver	Professional Services		01:59:00 PM	There are 3 regions listed and it states that 3 number one consultants will be selected. Will that be one for each region? If so, will there be any cross-over of consultants between regions?	✕	💬	✔
Mary Jones	Dallas	Engineering		01:59:00 PM	How many new engineers are we planning to hire in the next quarter?	✕	💬	✔
Joanne Wall	Boston	Finance		01:59:00 PM	Can you talk more about the bonus plan? What needs to happen for us to over-achieve?	✕	💬	✔

Questions forwarded to the presenter are available in a presenter's console (see Ignite's default view below). From this interface, presenters see the submitted question, along with remarks added by the moderator, and any available details about the participant. Presenters can answer questions as they appear, skip a question, or return to previously unanswered questions.



Proactive End-User Notifications

Ignite’s live streaming solution increases audience participation in live streaming events by proactively notifying the user before the live event starts. This proactive notification is fully customizable by the stream publisher. The audience member can join the live stream event by clicking on the “Join Now” button on the proactive notification, thereby eliminating the need for the audience member to set a reminder for the stream event or remember the stream event notification email and/or the URL.



Reporting

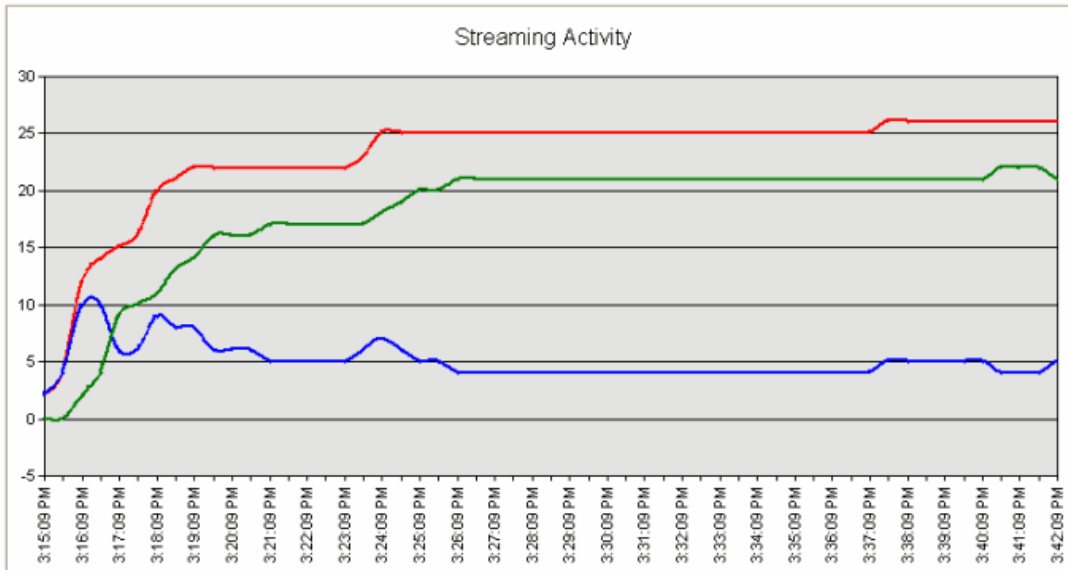
Publishers of live streaming events can leverage Ignite’s Delivery Manager for extensive real-time and historical reporting and analytical data. Reporting statistics include:

- Total audience
- Peak audience
- Average length of time viewed
- Individual user statistics (e.g., which users watched stream, when, and for how long)

In addition to audience participation data, Ignite’s live streaming solution also provides a graphical representation of network efficiency data on how users received the stream – from server or peers. This information is available throughout the duration of the live streaming event.

Current audience by direct connection: 5
 Current audience by peer connection: 21
 Current total audience: 26
 Current bandwidth by direct connection: 4005560
 Current bandwidth by peer connection: 16823352
 Peak number of audience: 26
 Average number of audience: 22.91

— Total audience
— Audience by direct connection
— Audience by peer connection



Summary

Ignite’s managed P2P-based live streaming technology provides the ideal alternative to traditional live streaming solutions. By leveraging centrally-controlled and managed P2P relationships to deliver content, the Ignite solution eliminates the need for heavy initial capital investments, long deployment timeframes, and ongoing maintenance costs for infrastructure and personnel.

To experience Ignite’s Content Delivery Solution firsthand, visit the Ignite website at www.ignitetech.com and click on the “Experience Ignite” link.