# VIDEO SQUARE

# Videosquare: Enterprise Grade Video Content Management

Video is the most natural method of electronic communication. Recent changes in technology allow corporations to use video as a communication tool more extensively. Videosquare is a robust "YouTube for the enterprise" solution that supports capturing, managing and delivering business videos.

## The Video Revolution

Information technology provides different approaches to increase the efficiency of business communication. The traditional communication, where people have the most complex exchange of information is the personal meeting. Electronic substitutes like phone and e-mail focus on the content but lose significant parts of the context. Video has deeper engagement with emotional impact on the audience and the ability to resolve visually complex problems. The price drop of displays, cheap IP bandwidth, fast GPUs, internal cameras in notebooks and the success of smartphones brought new requirements for video applications.

## Video in Business

Leveraging the extensive use of video, these technological changes have enabled corporate leaders to reconsider the communication culture of their enterprises. As videoconference substitutes long and expensive business travels, there is a corporate demand on the one-to-many arena. Broadcast videos make training simpler and cheaper. Executive messages are more frequent and delivered to a much broader audience. Employee generated content like tutorial videos or inspirational clips raise productivity and employee morale.

## The Enterprise "YouTube"

YouTube became successful by providing easy sharing and administration, thin clients like a browser or smartphones and searchable content.  An "enterprise YouTube" solution should additionally provide rich media to enhance presentation experience, analytics to increase the efficiency and impact of the media, social features to improve video consumption, integration to existing infrastructure and last but not least enterprise grade security.

# The Videosquare Solution

Videosquare has all the basic features you can find at the mainstream consumer video platforms. Easy sharing, HD quality, categories, channels and mobile access are all part of our standard functionality, but our corporate focused approach makes the real difference:

**Full lifecycle content management:** Manage your own content in your organizational media repository. Add complex metadata, authors, attach documents and much more to make recording context rich and easy to find.

**Dual stream:**   Record and publish your video and presentation content side-by-side and allow viewers to vary the layout. Let your viewer decide whether to focus on the speaker, the content or both, similar to a real life experience.

**Enterprise grade security:** Manage your users and use finest grain authorization to provide access to content. State of the art encryption guarantees that all your video recordings are safe from undesired viewers.

**Multi-platform thin client:** No need for proprietary desktop client, experience your corporate videos in your standard browser, on your smartphone or tablet.

**Tailor-made platform design:** Design and build your own world of videos. Videosquare provides you a customizable video portal.

**Broadcast your messages live:** Want to enjoy the charm of live presentations? Set up a webcast to deliver live events to your viewers.

**Easy recording:** Record you videos with a videoconference endpoint, or upload any prerecorded material. You can even prepare your dual stream content.

**Be social with videos:** Engage your audience before and after viewing. Exploit the power of social media, share and embed your corporate content to broaden your audience both in space and time.

Video has been dramatically changing our business communication. Videosquare provides powerful tools to manage your enterprise content and to allow your organization to integrate video into your core communication.