



Mshow



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With the ever-changing climate of business today, it's critical to communicate with employees, customers and investors wherever they may be.

Mshow® web conferencing is designed to help you present information and share ideas via the Internet. Mshow's services have already enabled hundreds of organisations to communicate effectively with thousands of individuals across the globe with substantial time and cost savings.

It's easy to conduct an Mshow web conference. Our dedicated event managers handle all the details for you. All you need is a browser and a connection to the Internet to deliver information to an audience of up to 10,000 participants simultaneously.

MSHOW IS PERFECT FOR:

- + Corporate Communications – Deliver information to employees or the media.
- + Investor Relations – Announce financial data to the market.
- + Marketing – Launch new products and host seminars.
- + Training – Provide customers or employees with interactive, affordable online training.



Mshow

Mshow is designed to help you host large scale events and communicate with large audiences via the Internet. Mshow's fully managed web conferencing, streaming and interactive broadcasting services have already enabled hundreds of companies and organisations to share ideas with thousands of individuals across the globe. The results? Increased reach and improved time to market, reduced sales cycles, and substantial time and cost savings. Mshow makes it easy to turn your ordinary conference into an extraordinary event.

DELIVER YOUR MESSAGE WITH MAXIMUM IMPACT AND PARTICIPATION

- + **Conduct marketing seminars** to create awareness, drive demand, and build customer relationships.
- + **Deliver online training** and reach more people in a format that replicates typical classroom interaction.
- + **Launch new products** to your sales force or customers without taking them out of their office.
- + **Provide financial updates** in a timely and accurate manner to the investment community.
- + **Communicate corporate announcements** to thousands of employees while keeping the message consistent.

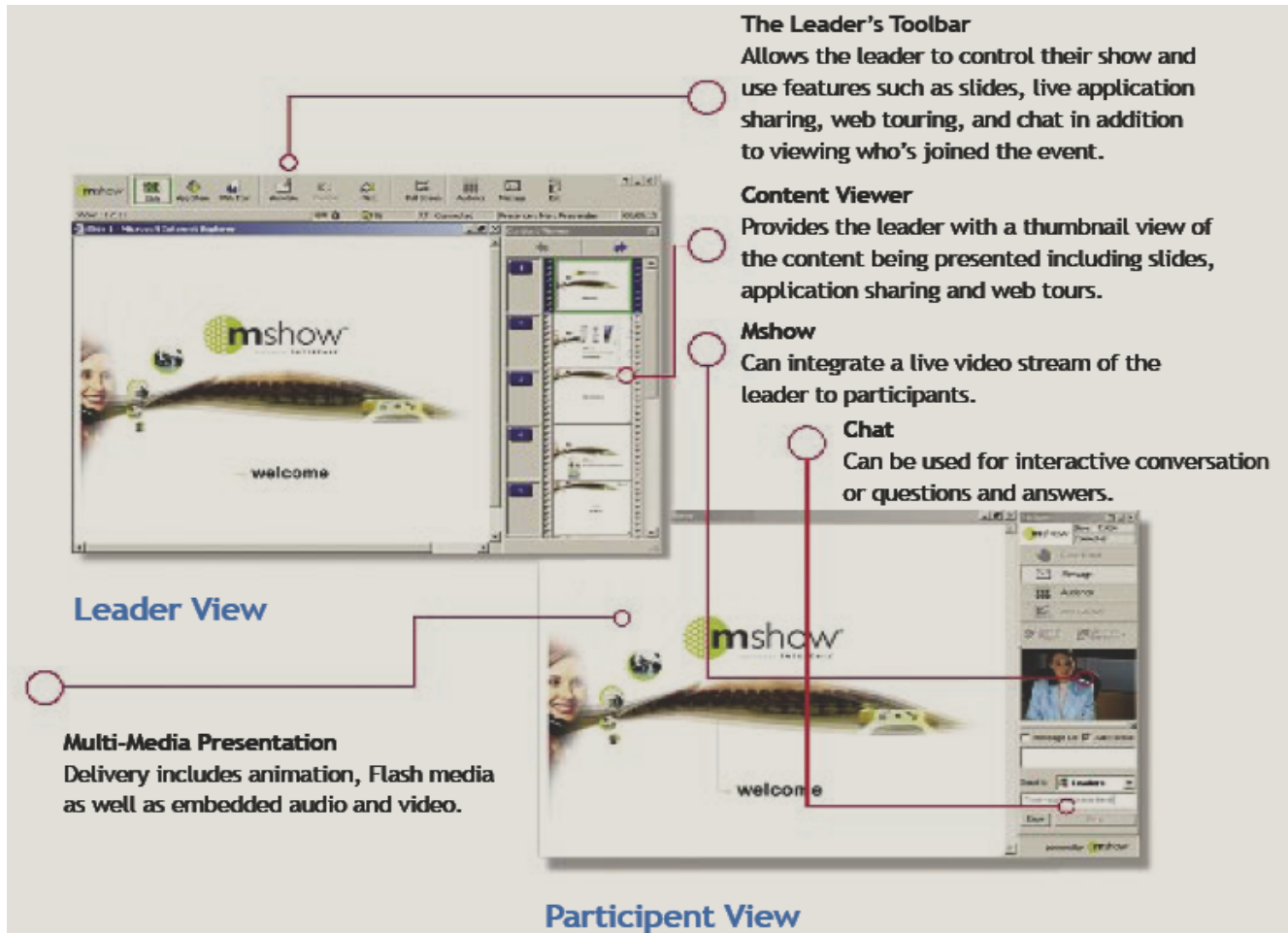
MSHOW MAKES IT EASY FROM START TO FINISH

- + **No special requirements** are needed to conduct or join a show, just a telephone and a PC with a connection to the Internet.
- + **A Fully Integrated Solution** including web conferencing, streaming, and interactive broadcasting services.
- + **Online Reservations and Invitation Management** to set up shows and send out custom invitations and reminders.
- + **Custom Content Services** with presentation enhancements such as animation, Flash media and embedded audio and video.
- + **Dedicated Show Managers** to help organise your event from beginning to end.
- + **Robust Show Features** such as delivery of multi-media presentations (including Flash media), webcasting (audio and video), live application sharing, web tours, annotation (available on slide presentations, application sharing and web tours), interactive polling, archiving of shows, and much more.
- + **Post Show Reports** including participant information and polling results from your live show. If the show was archived, reports provide details about who accessed the archive and for how long. Reports can be downloaded.
- + **Scalable Technology** accommodates thousands of users simultaneously.
- + **Technical support** available to answer any questions in addition to providing real time support during a show.

Mshow Features

- + **Manage Your Account** – Mshow’s Studio service offers the luxury of instantly “Starting a Show Now,” booking a show in advance with custom features, viewing/editing details of currently scheduled shows, in addition to managing your audience lists and personal content library – all within a secure SSL environment.
- + **Custom Content Services** – Mshow can help you create everything from a basic PowerPoint™ slide show to full multi-media presentations. Enhancements include animation, embedded audio and video as well as Flash media.
- + **Invitations** – Integrated with Microsoft Outlook™, send out custom email invitations and reminders to both leaders and participants in advance with important show information. This includes a pre-show connectivity test to ensure everyone can successfully join the live event.
- + **Show Registration** – Tailor your presentation by gathering information about your guests prior to the event via a custom website. A comprehensive report is sent to the leader before the live show.
- + **Slide Presentation** – Deliver a multimedia presentation to your audience including animation, embedded video and audio as well as Flash media. As guests join the show, your slides will automatically pre-cache on their systems, ensuring a smooth presentation regardless of computer or Internet speed.
- + **Streaming** – Live audio and video can be streamed and synchronised with the leader’s presentation, allowing you to broadcast your message to the largest audience possible via the Internet.
- + **Archiving** – Record your show for future replay at any time. Archiving is ideal for those who missed the live meeting. They can see and hear the synchronised presentation, including audio, slides, application sharing sessions and web tours. Playback is available in Real Player and Windows Media. CDs are also available upon request.
- + **Archive Tracking** – Gather information about anyone who accessed your archived show, such as the date/time it was viewed, by whom and for how long. Archive Tracking can be viewed online in real time or downloaded.
- + **Application Sharing** – Instantly broadcast any application running on your computer to your audience. For greater interaction, pass control to participants, allowing them to collaborate in real-time during your show.
- + **Annotation** – Drive your point home by creating real-time annotations on your slide presentation while application sharing or during a Web Tour.
- + **Web Tour** – Take your participants on a virtual web tour. They surf along with your browser and see what you see.
- + **Polling** – Solicit feedback from your audience with planned polling questions. Polls are displayed within your slide presentation and results are collected and publicised in real-time.
- + **Audience View** – View the names and locations of everyone who joined your show.
- + **Shared Leader Controls** – Pass show controls to another leader, allowing them to present content and share applications.
- + **Chat** – Send online messages to any participant or the entire audience. Chat can be used for interactive conversation or for question and answer sessions. Save and download the messages to your desktop for later review.
- + **Security** – Support for SSL encryption enables you to conduct meetings with even the most confidential information in a totally secure environment.
- + **Event Management and Technical Support** – Our trained staff can instantly provide live assistance and resolve issues immediately to ensure an event’s success.
- + **Post Show Participant Landing Web Page** – Once your show has ended, leave your participants on a pre-defined web page of your choice.
- + **Pre/Post Conference Survey Page** – Collect and manage valuable data about your audience before or after your show via a custom survey page. Ask for participant demographics or feedback on the presentation.
- + **Post Show Reports** – Gain valuable insight by reviewing a detailed list of those who participated in the show and how they responded to live polling questions. Reports can be downloaded.
- + **Mshow Co-Brand** – Customise your Mshow experience by leveraging your existing brand image and incorporating that throughout our software. In just 5 easy steps you’ll be ready to make the Mshow software your own. Included is your product name of choice, custom homepage, branded desktop icons as well as your logo placed prominently within our software during live shows.
- + **Full Screen** – Present slides, application share or conduct a web tour with your participants in full screen view.

Mshow Screenshots



The Leader's Toolbar
Allows the leader to control their show and use features such as slides, live application sharing, web touring, and chat in addition to viewing who's joined the event.

Content Viewer
Provides the leader with a thumbnail view of the content being presented including slides, application sharing and web tours.

Mshow
Can integrate a live video stream of the leader to participants.

Chat
Can be used for interactive conversation or questions and answers.

Leader View

Multi-Media Presentation
Delivery includes animation, Flash media as well as embedded audio and video.

Participant View