



iiPRESENTER

Dynamic Online Presentations

by First Sight Media



Dynamic Online Presentations

Capturing a presentation delivered live to an audience by a speaker with detailed slides requires a meticulous approach. E-delegates have a shorter attention span than those in the live environment, so to immerse the online viewer in the event, iPresenter delivers BOTH the video and slides simultaneously; synchronised side-by-side. This allows the viewer to choose which part of the presentation they wish to focus on; just as they would if they were in the live session. With both video and slide delivered in high quality, allowing for even the smallest detail, viewers can choose to watch both, or individual elements as preferred.

Event webcasting has grown rapidly in the last few years. The way corporate and domestic users consume information has evolved and with over 1 billion videos viewed online each day conferences, lectures, meetings and events are increasingly being broadcast across the web to reach a global audience.

The **iPresenter** provides interactive, immersive delivery of any presentation, conference or lecture at an affordable price. Coupled with our filming and webcasting services, your event will never look so good...



What is the iPresenter and how does it work?

iPresenter **noun.** an interactive portal used to deliver presentations and events across the web featuring synchronised video and slides, advanced thumbnail navigation and high resolution images

The iPresenter is an innovative solution for delivering your event online Live or On-Demand. It includes a host of features and is capable of displaying both video of the speaker and their presentation slides simultaneously.

On-Demand users (those logging on after the event) can navigate the session using thumbnail slide images as markers to skip to specific sections, with video and slides synchronised throughout.

Complete Live Event Video Production

Delivering your Live Event on the web could not be easier. First Sight Media provides complete live event video production packages from inception to dynamic distribution via the iPresenter.

We film your event using a combination of film crew that suits your needs; we then host the recording on our specialist web servers, providing pay-per-view facilities and a dedicated microsite where required. We also supply your event on DVD.

Visit ipresenter.co.uk for more information.



Key features

Synchronised, side by side video and slides

Providing a fully interactive experience for the viewer who can choose to focus on the presenter or the slides; just as if they were at the event

Professionally Recorded Video

Using single or multiple-camera coverage, First Sight Media can capture the presentation and webcast it LIVE and / or upload after the session for On-Demand viewing

Playback Controls

Fully functional playback and volume controls

Zoom/Hide

Enlarge / hide either the video or slides for greater detail and focus

Add Titles and Descriptions

Introduce the session and speaker with a brief description that is completely search engine friendly

Downloadable Slides

Download a copy of the slides for saving or printing

Links

Add hyperlinks to biographies, sponsors, products, services or further information

High resolution slide graphics

Slides with even the smallest detail can be read with ease; graphics are clear and crisp

Thumbnail Navigation

Using the slides as a guide, users can easily select a specific part of the presentation

The screenshot displays the iPresenter interface. At the top right, the logo 'iPRESENTER' is visible. The main content area is split into two columns. The left column features a video player showing a man in a suit speaking. Below the video is a control bar with play, pause, and volume icons, and a progress indicator showing '01:17 / 09:26'. The right column displays a slide titled 'Engage Your Online Audience' by Kieron Smith, Technical Director. The slide content includes an introduction to a new dynamic delivery interface, a paragraph about immersing the audience, and a list of five roles of engagement: 1. Craft your message, 2. Be Found, 3. Tell everyone your story, 4. Invite Engagement, 5. Measure Everything. At the bottom of the slide, there are links for 'Download Slides' and 'Speaker's Biography'. A thumbnail navigation bar at the bottom of the slide area shows five thumbnails, with the second one selected. The text 'Page 2 of 3' is visible below the thumbnails.

What users think

"First Sight Media were an invaluable ally in advising on, and delivering a project to capture and webcast presentations, panels and other content at a conference focusing on social media as applied to the restaurant sector. Their deep knowledge of process and the technology that underpins it enhanced the end product immeasurably. First Sight Media's passion for online media shines through in their friendly and energetic manner."

Duncan MacOwan, Events Producer, William Reed Business Media

"I can wholeheartedly recommend First Sight Media. I have recently worked with them to webcast a high profile University event. Their approach to the requests that were made of them was highly professional and they were very calm despite being under stressful time constraints."

Siân Winston, Events Manager, Corporate Communications, University of Liverpool



Customisable Interface

Designed with your bespoke branding, colours and style



Dedicated Microsite

Gives your event a devoted web presence



Professional recording

Single or multi-camera, vision mixed coverage of your event



Pay-Per-View Options

Pay-per-view and subscription options provide an additional income stream

For more information go to ipresenter.co.uk

Top Tips for Live Event Webcasting

First Sight Media has provided live event video production and webcasting since 2004 so we have experienced most of the challenges and successes that can arise. Our five top tips for live event webcasting are:

1 Production values. Ensure that your video is an advertisement for your services and not detrimental; poor lighting, sound and camera work will quickly push potential clients AWAY from your services. Consider using a professional script and an auto-cue to ensure consistency.

2 Consider your message carefully. Always bear your end goal in mind. The excitement can quickly steer you off track, so be aware of your target audience and what you are trying to communicate to them.

3 Keep it simple. Viewers' attention span is much lower on the web, so ensure you keep them entertained. A live webcast session should ideally be no more than an hour. For on-demand viewing, consider dividing the session into smaller sections or editing 'highlights'.

4 Immerse the viewer. Ensure that the viewer is completely immersed in the session, particularly if it is a long presentation. Using systems like the iPresenter allows viewers to interact with the webcast, increasing their attention span and recall.

5 Contact First Sight Media. We pride ourselves on both our excellent knowledge of our industry and also our relationships with our customers. Even if you are considering producing the video yourself, we will happily offer advice or a quotation with no obligation.

For more information, please contact paul@firstsightmedia.co.uk,
or call **0800 072 8753** and speak to Paul or Rich

www.ipresenter.co.uk

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The logo for iPRESENTER features the word "iPRESENTER" in a bold, white, sans-serif font. The letter "i" is stylized with a small orange dot above it. To the left of the text are four vertical bars of varying heights and colors: three blue bars of equal height and one taller orange bar. In the top right corner of the page, there is a small blue square icon containing a white downward-pointing arrow and a smaller blue square icon containing a white rightward-pointing arrow.

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