

The AccelaCast experience is a key differentiator over all the vendors we looked at to become our platform provider.

Derek Slayton
Director of Marketing,
Software
Citrix Systems

"Accela Communications' user interface is by far the most advanced of the platform providers we examined."

Sam Whitmore, Media
Survey.com

"AccelaCast makes it easier for people to watch, which increases our return on investment."

Andrew Stern
Director for Security
Product Marketing
F5

"The AccelaCast Certification and Testing functionality is ideal for companies that deliver educational programs."

Beth Cavallaro, Sr. Director,
Strategic Business Solutions at
Advanced Concepts Institute.

AccelaCast™ is a "next generation" suite of platform, production and creative services that bring online video and rich media to a new level. Unlike other platforms, the AccelaCast navigation and context features are built to encourage exploration and interaction with your program content to reinforce your message and your brand. AccelaCast offers you tremendous flexibility in design and layout allowing you to easily integrate programs directly into the pages of your website and those of your partners. Best of all, AccelaCast puts sophisticated rich media within the reach of any company.



Beyond delivering great content, the ROI of most on-demand rich media programs depends on capturing meaningful viewer information. AccelaCast provides you with incredibly flexible data management tools through the AccelaWorks web response management system. Active and passive viewer data can be captured at any point during the program, through registration forms, polling questions, evaluation surveys, a certification and testing module, and via Q&A. Once you've captured this data, AccelaWorks provides you with a 24x7 web interface to view, analyze and deliver your data so you can get maximum benefit. AccelaWorks even has powerful filters to clean your data of junk, classify it into distinct data sets and create custom rules to deliver your data to one or more individuals in real-time, nightly or weekly batch.

Platform Benefits

- Flexible design and layout choices allow you to raise the bar on ways to produce your program and engage your target audience
- Playlist capability enables you to manage the viewer experience across multiple assets to encourage cross-viewing and longer engagement times
- Realize significant cost savings over hiring an interactive agency to build a custom Flash program for you
- Embed your program directly in your web site to enrich your visitors' experience
- Audio & video podcast files are available
- Automatically receive registrant data and demographic reports via email or 24/7 web access through the AccelaWorks web response management system
- An experienced multimedia creative team is available to help you realize your communications strategy

Service Options

Accela Communications provides first-class professional services to develop and produce multimedia programs that are tailored to your specific application and needs.

Video/Audio Production

- Individualized step-by-step program development and management by expert producers.
- Speaker participant best practices to maximize thought provoking and polished presentations.
- On location or full-service video shoot in the AccelaCast Studio, or at one of our affiliate studios.
- Complete audio and video production and editing.
- Convenient telephone acquired audio recording.
- Podcast audio or video files are available free of charge, as an additional multimedia asset.
- Synchronization of all content assets, including resource integration, and slide conversion.
- Encode, integrate, host and stream content.
- Flexible, on-demand hosting via global content delivery network.

Creative Services

- From Flash development to script writing, spot production work and full creative direction, our Creative Services team draws on its singular experience in rich media communications to partner with you and deliver programs that are memorable and engaging.

Program Localization

- More than just basic translation, we offer full localization in 26 languages to help you adapt your company's products and services to a specific locality.

Custom Engineering

- Specialized data feeds, custom reporting or player functionality.

Product Options

AccelaCast programs are entirely customizable and are available in a variety of layouts, designs and production formats. Below is a sampling of some of the more popular "packaged" options:

AccelaCast Video

- Our most popular offering combines custom produced or customer supplied video with either playlists, slides, graphics or custom Flash animations to more fully engage your target audience.

AccelaCast inBanner

- A new method of delivering long form communications directly through banner ad placements on publisher web sites to dramatically increase engagement with your target audience.

AccelaWorks

- The AccelaWorks web response management system is bundled with all AccelaCast programs. This includes registration form development to collect demographics at any point during the program. Real-time reporting on viewer registration, polling, surveys, and Q&A. Sophisticated data filtering, classification and delivery capabilities. Email confirmation/follow-up with all registrants.

On-demand Rich Media Pioneer

Accela Communications

is a technology-enabled interactive marketing firm that provides a collection of tools and services to produce, deliver and measure video communications across a wide range of industries. We create opportunities for market engagement with the AccelaCastSM rich media platform, combined with the ability to measure, manage and monetize those interactions through the AccelaWorks[®] web response management system. These technologies work hand-in-hand to deliver multimedia content that can inform, create relationships, and direct future communications and learning activities.

For more information, please visit:
www.accelacommunications.com

**Learn how to
optimize your
online video with
the:**

**"Guide to
Developing
Effective Online
Video"**

For More Information

For additional information on AccelaCast, please contact your representative or:

Clare O'Brien
VP Sales
Accela Communications
clare_obrien@
accelacommunications.com
508.303.9709

Jeff Bodenmann
VP Partner Development
Accela Communications
jeff_bodenmann@
accelacommunications.com
646.486.9870