

As online video usage explodes, companies are seeking new technologies that facilitate the deployment of video communications that increase interaction with brand and messaging, as well as generate leads. The pace of rich media advertising growth demonstrates how effective this medium is for the delivery of more complex messaging to improve and accelerate customer acquisition and loyalty.

AccelaCast™ inBanner is an exciting new method of delivering long form communications into the market directly through banner placements. Due to the architecture and hosting constraints that many content delivery platforms impose, traditional on-demand rich media or webcast programs require that the viewer is pulled to the location of the program. By contrast, AccelaCast inBanner programs are served directly within any standard banner ad unit on any web site. This unique approach broadens your reach and exposure, and at the same time allows your content to be delivered in the context of an editorial environment that your prospects are most comfortable with.

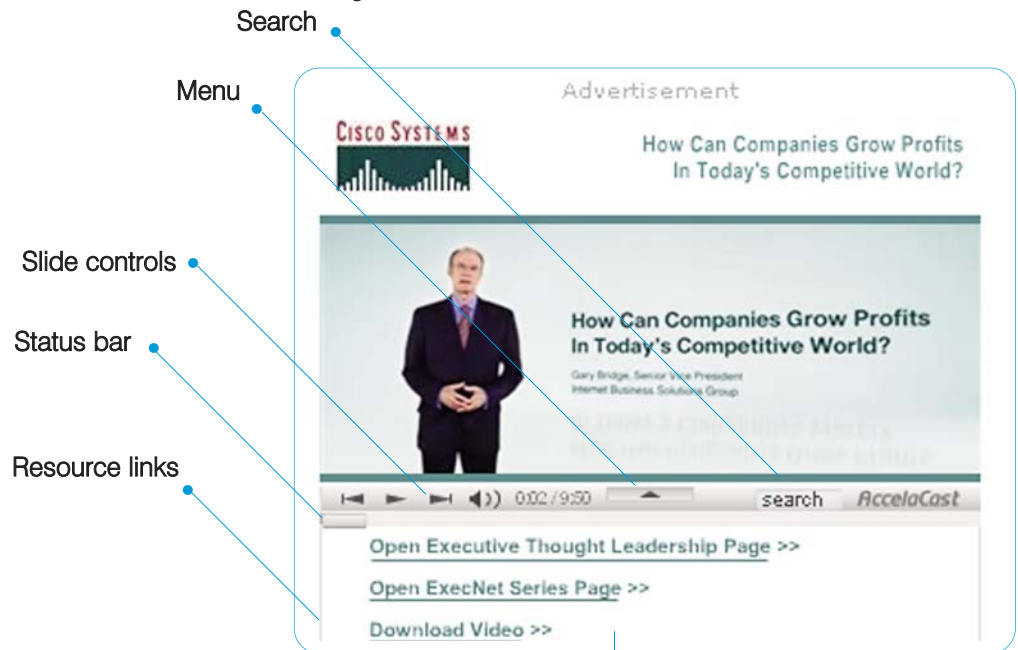
Rich Media Advertising Growth*

2004	24%
2005	29%
2006	35%
2007	41%
2008	49%
2009	56%

* Source: Jupiter Research, 03/05

AccelaCast inBanner creates an environment for the viewer that allows for a very high degree of interactivity and navigational control. This translates into a richer user experience that educates viewers in more detail, enhancing the brand experience and the retention of information. AccelaCast also allows for multiple forms of data acquisition including optional or mandatory registration, polling, survey, ask a question and more, creating a perfect mechanism for effective lead generation.

Sophisticated Navigation Controls
Accelerate interaction time with your brand by up to 10 times the industry average for standard rich media.



AccelaCast inBanner
Featured in a 300 x 250 ad unit

To see a demo of AccelaCast inBanner, please visit:
http://www.accelacommunications.com/products/accelacast/ac_inbanner.html

Benefits of AccelaCast inBanner

Push vs. Pull: Deliver your long form content within the context of an editorial environment that viewers are comfortable with.

More Complex Messaging: Go way beyond traditional banner advertising by delivering more complex messages to your target audience.

Flexible Sizing and Placement: Deliver your program in any size or space -- within banner ad units, home pages, or microsites.

Improved User Experience: When delivering long form content, the user experience matters. Give viewers multiple modes of navigation to encourage interaction and improve retention of information.

Leverage Content Production: Distribute previously developed video content in multiple places to optimize ROI. Focus on the development of one program and then distribute directly in-banner to multiple audiences that matter to you.

Content in Context: Deliver long form content directly within targeted editorial environments that your prospects are interested to create more qualified sales leads.

Banner Creation & Serving: A standard rich media ad unit is provided with your program. This can be easily served by the media server of your choice, and is the conduit for serving the full program into the ad unit space. Once the banner is clicked, it does two things simultaneously: sends reporting to the ad server and calls the AccelaCast inBanner program into the existing ad space.



AccelaCast inBanner
Featured in a 336 x 280 ad unit

Production & Costs

AccelaCast inBanner programs can either be custom produced by Accela Communications or produced with media supplied by the client or agency. Production services and platform integration are based on the AccelaCast standard rate card. AccelaCast inBanner hosting/streaming rate is a nominal cost-per-thousand fee based upon length of program and click through/viewer volume.

On-Demand Rich Media Pioneer

Accela Communications provides software platforms and professional services to produce, deliver and measure interactive video communications across a wide range of industries including healthcare, information technology, financial services, marketing services, and other business sectors.

We create opportunities for market and audience engagement with the AccelaCastSM platform, combined with the ability to measure, manage and monetize those interactions through the AccelaWorks[®] data acquisition, measurement, classification and delivery system. These technologies work hand-in-hand to deliver interactive multimedia content that can inform, create relationships, and direct future communications and learning activities.

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

For More Information

For additional information on AccelaCast inBanner programs, 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
508.303.9705