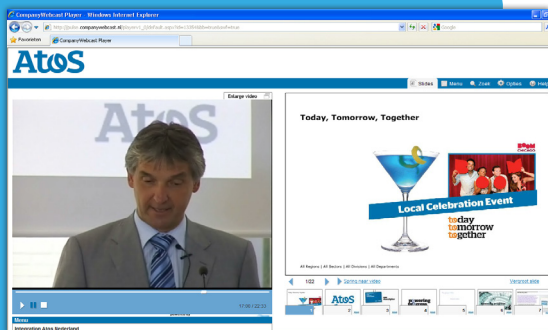
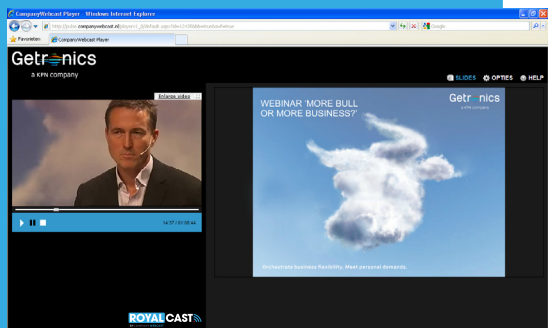


USE WEBCASTING AS A MARKETING TOOL AND IMPROVE YOUR LEAD GENERATION

POWERFUL AND INTERACTIVE WEBCAST PLATFORM FOR ALL YOUR COMMERCIAL COMMUNICATION



Atos unveiled its new logo by Webcasting.



Getronics uses Webcasting at her customer event.

WHAT IS WEBCASTING?

Webcasting allows you to harness the power of video and PowerPoint slides to have, for example, your target group follow a live presentation from your CEO or Director. If you wish, viewers can also participate interactively in the Webcast. Naturally the Webcast is also available on demand straight afterwards, which means that you can reach your target group both Live and On Demand on PC, laptop and mobile devices. Time and location are no longer important.

The fact that the video can be enriched with options such as PowerPoint slides, polls, tests and the option of allowing the viewer to ask questions, enables you to add interactivity. Thanks to easy-to-read statistical overviews, you are given a clear picture for each Webcast of the number of viewers, who viewed it, for how long and when.

From the perspective of your role as a Marketing, Product and/or Sales Manager, you are responsible within your company for bringing your products and/or services to the attention of existing and new customers.

Good-quality leads are essential for your business development and sales success. It is increasingly difficult to reach your target group through the traditional channels.

With an innovative Webcast through the RoyalCast Webcast platform from Company Webcast, you will have a cost-effective, powerful and interactive tool to inform your target group in a personal and inspiring manner. For example, you could have people follow your product launches, customer days, Marketing & Sales updates and other meetings, Live and On Demand over the Internet.

Webcasting is an ideal and innovative marketing communication tool.



WHAT DOES COMPANY WEBCAST OFFER?

Broadly speaking, Company Webcast offers you two scenarios. Of course options in-between are also possible. The options are basically as follows:

SCENARIO 1: PRODUCE INDEPENDENTLY AND UNLIMITED WEBCASTS IN A FEW STEPS.

Our RoyalCast Webcast platform enables you to choose to produce Webcasts extremely easily, independently and without restrictions and to distribute these to your target group. You can decide for yourself when, how often and from where you want to Webcast.

RoyalCast is a unique and advanced 'Plug & Play' Webcast platform that is based on our 'One to Many' philosophy. After the Webcast Encoder has been installed and connected to the audiovisual equipment and you have followed a short training session, you will be able to get going immediately with the Online RoyalCast Manager. If you already have cameras or audio systems, then RoyalCast can be connected up to these extremely easily. If you do not have your own audiovisual equipment, we can supply you with this too.

SCENARIO 2: FULL SERVICE WEBCAST.

If you go for a Full Service Webcast, then we take the entire Webcast production process off your hands and provide you with a high-quality Webcast. This allows you to use our Full Service Webcast service at any given location. This service also makes use of the RoyalCast Webcast platform developed in-house by Company Webcast. From the perspective of our portfolio we also offer video production under the rubric of 'Production Services'.

Please do not hesitate to contact us for a personalized quotation!

We are also the right company if you would like to Webcast a meeting abroad. We work throughout the world and regularly take care of Webcasts in such countries as England, Belgium, Germany and the United States.



Toshiba uses Webcasting for her global product launches.

YOU CAN ALSO USE WEBCASTING FOR SUCH THINGS AS:

- ✓ Marketing campaigns
- ✓ Sales campaigns & presentations
- ✓ Internal Marketing & Sales updates
- ✓ Web.tv and webinars
- ✓ Customer days
- ✓ Advertising campaigns
- ✓ Sponsorship events
- ✓ Product launches and updates
- ✓ Image campaigns

AN INTERACTIVE WEBCAST...

- ✓ Will enable you to put external communication to use in a highly targeted way.
- ✓ Will enable you to convey your own message in a transparent way worldwide.
- ✓ Will allow you to increase your reach and impact among your target groups.
- ✓ Will allow your target group to decide for themselves when they watch.
- ✓ Will provide you with interactive modules.
- ✓ Will give you extensive management information for each Webcast and for each viewer.
- ✓ Will allow you to reach your target group live and on demand using the internet and mobile phones.
- ✓ Means you will have our proven technology in-house, just like hundreds of other organizations worldwide.
- ✓ Will allow you to save time and money on travel and accommodation for your target group.
- ✓ Will elaborate on possible policy on sustainability and flexible working.

ROYALCAST® IS A PRODUCT OF COMPANY WEBCAST

RoyalCast is the Webcast platform of Company Webcast. RoyalCast is a unique Webcasting platform and offers 'Plug & Play' Webcast solutions for both the viewer and the user. Choosing RoyalCast means choosing quality, professionalism and security.

ABOUT COMPANY WEBCAST

Company Webcast specializes in Webcasting and thanks to our customers, partners and user-friendly solution we are market leader within the Benelux region. Our customers use Webcasting for things such as Investor Relations, Corporate Communication, Internal Communication, Marketing Communication and refresher training (accredited or otherwise). From our office in the Rivium near Rotterdam, we are active worldwide for more than 200 organizations such as Heineken, Shell, AkzoNobel, AEGON, AstraZeneca, the Province of South Holland and Exact.

For further information, please refer to our website.

COMPANY WEBCAST

Phone: + 31 (0)10 – 28 29 500
info@companyWebcast.com
www.companyWebcast.com

POSTAL ADDRESS
Postbus 4461
3006 AL Rotterdam
The Netherlands

VISITATION ADDRESS
Crystal Building B
Rivium Boulevard 220
2909 LK Capelle Aan Den IJssel
The Netherlands