

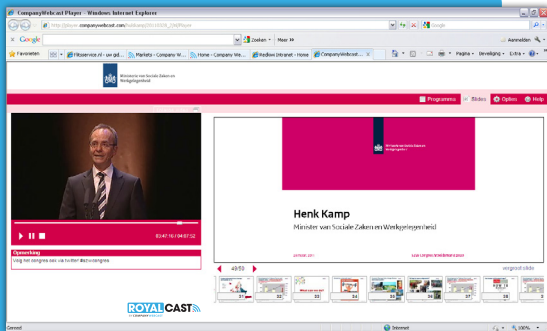
POWERFUL AND INTERACTIVE WEBCAST PLATFORM FOR ALL OF YOUR COMMUNICATION NEEDS

WEBCASTING IS THE IDEAL FORM OF COMMUNICATION
WITH YOUR TARGET GROUP

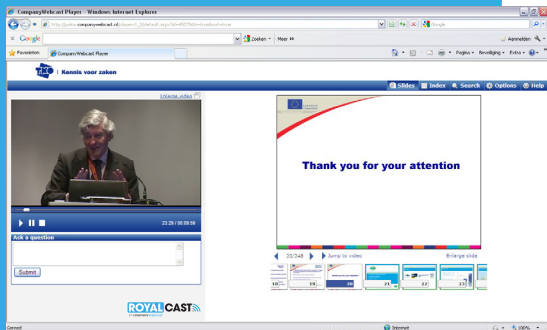
As a non-profit organization, you support private or public activities for non-commercial, social purposes. Naturally you want to project your image to your target group or stakeholders and ensure that they feel involved in your organization. Frequent and clear communication is absolutely vital. Webcasting offers you an innovative and sustainable solution for efficient and effective communication with a large and specific target group.

An innovative Webcast over the RoyalCast Webcast platform by Company Webcast offers you a cost-effective, powerful and interactive tool for getting information out to your target groups. For instance, you can Webcast your internal communications, key information for external stakeholders, press conferences, meetings and/or other gatherings both Live and On Demand over the Internet. You can send out your own live messages instantly. This may be of interest to your own employees, external stakeholders and other interested parties.

With Webcasting, you can also start your own Web.tv channel and give Webinars. You can send out periodic updates to your target group with the latest news and developments within your organization. This will allow you to build up an attractive Web.tv and Webinar archive. All Webcasts can also be used in other media such as email newsletters.



The Ministry of SZ&W expands her reach via Webcasting.



TNO shares her knowledge via a Webcast.

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.



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.



The UN organization OPCW makes her conferences worldwide available via Webcasting.

POSSIBLE USES OF WEBCASTING INCLUDE:

- ✓ Sponsorship meetings
- ✓ Internal & External communication
- ✓ Press conferences
- ✓ Web.tv
- ✓ Webinars & web lectures
- ✓ Training & education
- ✓ Meetings
- ✓ Trade shows & congresses

WITH AN INTERACTIVE WEBCAST...

- ✓ You can deploy your communication in a highly targeted manner.
- ✓ You are in a position to disseminate your own message in a transparent way (throughout the world).
- ✓ You will greatly expand your reach and impact among your target groups.
- ✓ Your target group can decide when to watch for themselves.
- ✓ You have interactive modules at your disposal.
- ✓ You gain access to extensive management information on each Webcast and viewer.
- ✓ You will reach your target group Live and On Demand via the Internet and mobile phones.
- ✓ You will acquire our proven technology in-house, just like hundreds of other organizations around the world.
- ✓ You will save your target group time and money on travel and accommodation expenses.

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.

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