



Webcasting proposal:

About Us

Internet streaming today is perceived as incredibly complicated and expensive. We think that we buck the trend as our solution is extremely cost effective and packed full of interactive features that are included absolutely free.

Why we're different: Our webcasting solution concentrates on the viewer and is mixed live by a creative professional, so in essence our video stream looks and feels more like a TV production (without the high cost or catering van).

Our streaming website is secure and can be customised to match your branding; it also comes packed with many free interactive features, for example: chat room, video library, ask a question, on-line poll, and a download area.

Three Solutions

Event Streaming

Using the very latest vision mixing technology we can simultaneously project, live stream and record your event. We use a Tricaster 450 extreme, a very powerful piece of kit which is fully flight-cased and available with up to 4 HD cameras.

Mobile Webcast

Our mobile solution literally packs into a backpack and is perfect for the smaller venue. Using our webcasting laptop, we mix 2 HD cameras and PowerPoint directly to our customisable website.

Just Stream

If you choose just to use our web streaming service - no problem. We can take video and audio feeds from your crew and our engineer will do the rest, taking complete responsibility for broadcasting your event.

Option 1 – Event Streaming

This option is perfect for a large event, congress or conference.

Adding live streaming to an event is increasingly common and one that brings many benefits in terms of cost savings and accessibility. We can work with your existing AV team or provide a complete end-to-end service. All your venue needs is an internet connection - we can do the rest.

Features

- Tricaster 450 extreme webcasting vision mixer
- Input up to 4 HD cameras & PowerPoint
- Project, Stream and iso Record simultaneously
- Webcast to our interactive streaming website
- Friendly, creative, professional crew



Costs

Our costs are based on day rates and are completely transparent, weekly discounts available

Item or Service	Cost	Quantity	Total
Equipment and Crew			
Tricaster 450 extreme with operator	£850	1	£850
HD camera with tripod	£150	1	£150
Camera operator	£350	1	£350
Talkback kit for cameramen and vision mixer	£75	1	£75
Pre-production, site visits and meetings	£350	1	£350
Post-production editing	£450	1	£450
+ VAT, expenses and travel			

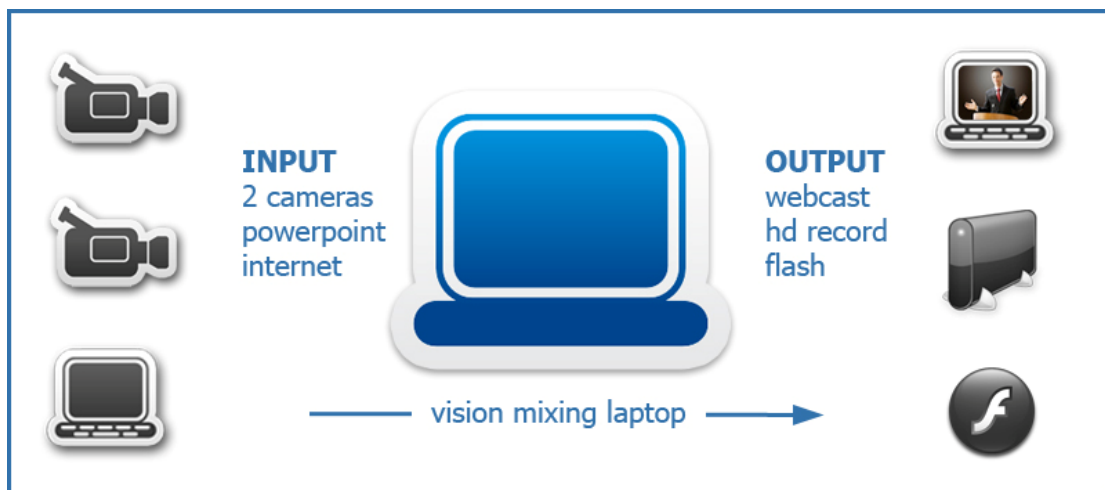
Option 2 – Mobile Webcast

This option is ideal for seminars, debates and events and packs down into a rucksack to be incredibly mobile and unobtrusive.

We use 2 HD cameras positioned side by side; one is a wide shot the other is close on the presenter. We then take a feed from any PowerPoint being used and mix all 3 to create an engaging video - which we stream to the world.

Features

- Portable webcasting laptop
- Input up to 2 HD cameras & PowerPoint
- Stream and record simultaneously
- Webcast to our interactive streaming website
- Friendly creative professional crew



Your online audience can engage fully with the live presentation using our interactive website, allowing online delegates to ask questions, vote, chat and watch presentations on demand.

Costs

Our costs are based on day rates and are completely transparent, weekly discounts available

Item or Service	Cost	Quantity	Total
Equipment and Crew			
Webcasting vision mixer/encoding laptop and operator	£650	1	£650
2 HD Cameras with tripods	£150	1	£300
Camera operator	£350	1	£350
Pre-production, site visits and meetings	£350	1	£350
Post-production editing	£450	1	£450
+ VAT, expenses and travel			

Option 3 – Just Stream

If you choose only to use our web streaming service – no problem. We can take video and audio feeds from your crew and our engineer will take complete responsibility for broadcasting your event.

We offer an affordable solution for events to expand the viewing audience to anyone that has an internet connection.

Features

- Direct feed from AV crew to our service
- Stream and record simultaneously
- Webcast to our interactive streaming website
- Friendly professional crew



We can take a ready mixed live feed from your crew and webcast it directly or mix other sources to tailor the broadcast specifically for the internet

Costs

Our costs are based on day rates and are completely transparent, weekly discounts available.

Item or Service	Cost	Quantity	Total
Equipment and Crew			
Tricaster 450 extreme with operator	£850	1	£850
Pre-production, site visits and meetings	£350	1	£350
Post-production editing	£450	1	£450
+ VAT, expenses and travel			

The Streaming Website

Creation: When we first started looking for a streaming solution it soon became obvious that it was an incredibly complex industry with costs to match. So, we spent nearly 2 years developing a bespoke site that is packed full of features which we include absolutely free.

Customising: We can fully brand the site to reflect your client's corporate identity and work with you to add or remove any features you may want.

Security: The site is fully password controlled, all our technology and services are based here in Cambridge, in fact we sit on top of the server that hosts the site. There are many levels of security which we would happily discuss with any of your technical team.

The Audience

In terms of the viewer's experience we opted against the presenter and PowerPoint side by side format. Our streaming solution is mixed live by a creative professional offering one video window that is engaging to watch.

A traditional streaming company would need to edit the PowerPoint slides into still jpegs and sync them to the video presentation, which can take days. Our video presentation is mixed live and is available instantly to watch again including all the PowerPoint animations, transitions and any videos.

Analytics

It is possible, at no extra cost, to provide a full set of analytics including: who's online and how long they stayed. We can even tell which videos are most popular etc.

Costs

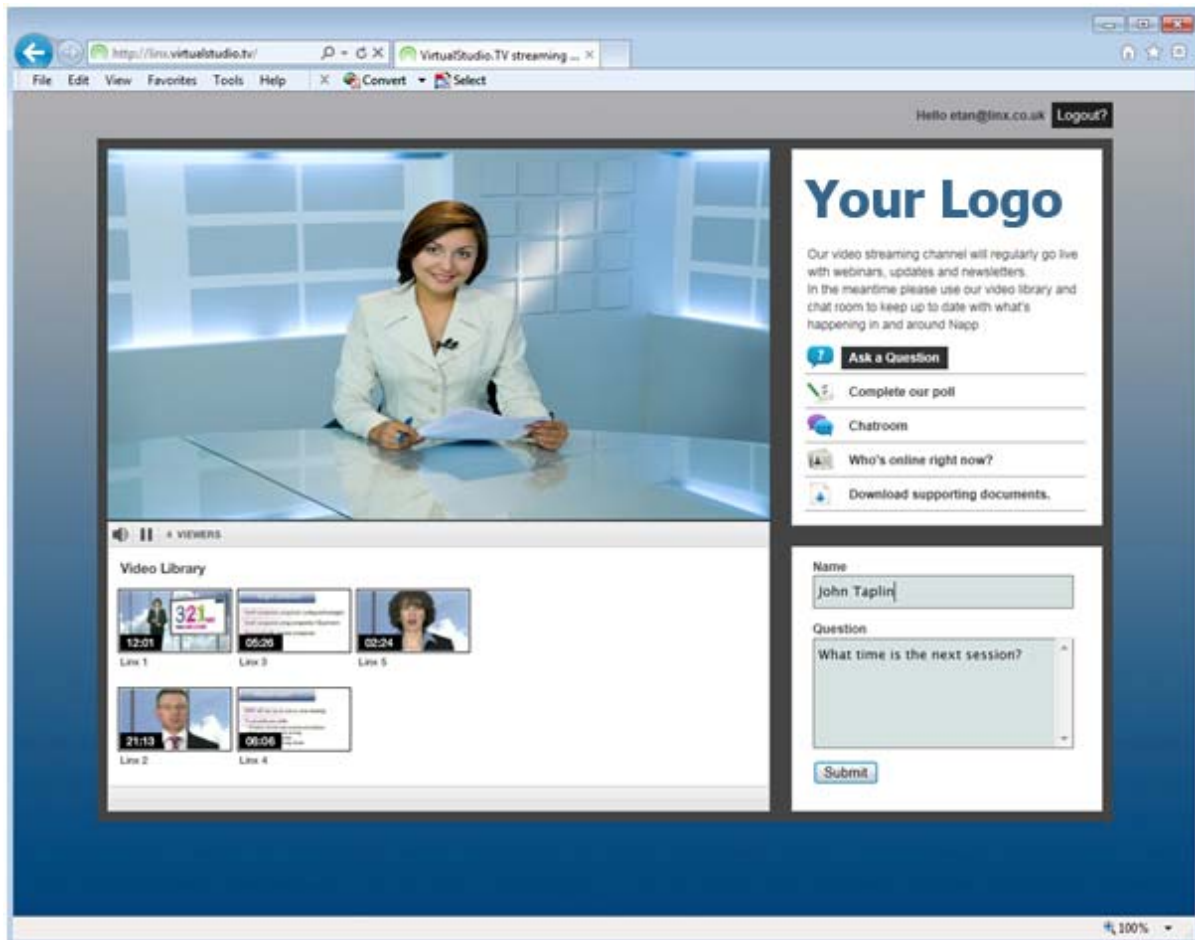
Item or Service	Cost	Quantity	Total
Webcasting			
Creation of branded streaming website	£450	1	£450
Creation of Poll or online survey (optional)	£250	1	£250
Secure login and password administration (optional)	£600	1	£600
Live streaming for 1000 people for 1 hour	£60	1	£60
Hosting watch again website after event (no restrictions)	£150	1pcm	£150
Estimate total from £510 + VAT and travel			

Streaming Hours Breakdown

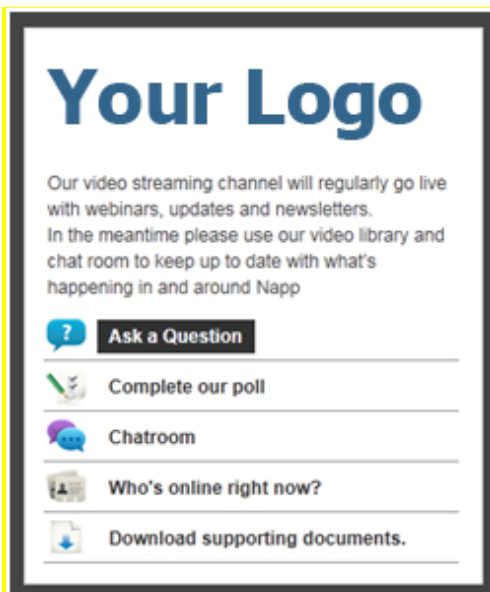
- Each viewing hour is 6p
- 1000 hours are included in the initial package

- We offer a unique pay as you go service

Example of your fully customisable Website



Close-up of Features



Any of the features can be disabled but all come as standard. We can create any extra features you may need.

Ask a question: Allows users to ask questions direct to an email address, useful when live

Poll: We can create an online poll, survey or vote, The results are instantly available

Chatroom: A good place to share ideas and resources

Who's online: See who's online and click on their email address to send an instant message

Download area: This area allows users to download any supporting videos, documents and other resources

VOD library: watch any video presentation again

Notes

The internet is paramount to the success of the live broadcast and is the one factor we cannot control or be held responsible for, which is why we recommend securing a fixed dedicated internet line from the venue.

For live streaming we would require a 2MB fixed upload line which we haven't quoted for as every venue differs in speed, availability and price

Audio and PA is also not included in this quote and we would need an audio feed from the on-site sound technician.

We are constantly updating and developing our website and if you have any feedback for new features please do let us know.

Website Example

Website <http://demo.eventstreaming.tv/#http%3A//www.google.co.uk=201041>

Contact

If we can help any further with your project or idea please do get in touch

Jamie Huckle
WaveFX Ltd.
19 Edward Street
Cambridge
CB1 2LS

tel: 01223 505600
mobile: 07779 240169
email: jamie@wavefx.co.uk
web: www.wavefx.co.uk