

BENEFITS:

- Centralized control of leading encoder products
- Regionalized Program Browser Interfaces
- Plug-n-play closed captioning
- LDAP or active directory authentication
- Customized portals to access and display Media Publisher content
- Video Conferencing support
- Distribution across iCDNs

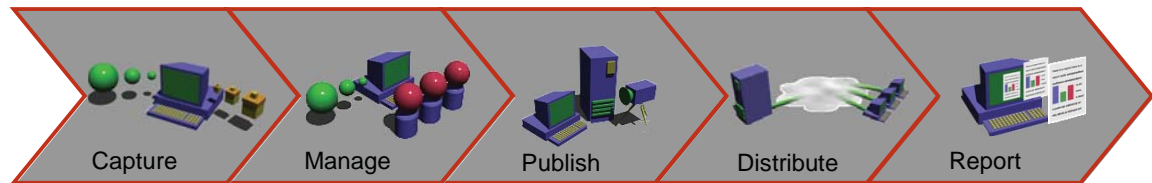
Technology Integration Modules

Third Party Product Integrations with Qumu

Most large organizations today are increasing their use of video to communicate, teach, market and to be more competitive. Once an enterprise has embraced video and recognized the overarching need for a centralized video software management platform, the next logical question becomes how does that system integrate with existing 3rd party products?

TIM Modules Integrate Across the Video Lifecycle

Qumu answers this question through a suite of available Technology Integration Modules (TIMs), designed to fully integrate with leading 3rd party products focused on the various stages of managing content throughout the video lifecycle. Through deep partnerships with market leaders, Qumu has established robust engineering integrations, thereby eliminating the often daunting IT challenges traditionally involved in implementing and integrating a myriad of 3rd party video products.



- **Capture:** TIM modules with leading encoder suppliers, designed to simplify the capture, gathering, and broadcasting of content, allowing the use of and integration with multiple encoders and formats.
- **Manage:** Easily organize and manage live and on-demand content, bundle relevant metadata, assign viewer access rights, and apply security, network distribution, and business rules. Specially created TIM modules include: LDAP, Closed Captioning, and SSO.
- **Publish:** Intelligently present relevant content on the desktop using a dynamic program browser. Available Publish TIMs are designed to seamlessly integrate with off the shelf portals: Websphere and MS SharePoint. (Additional publishing TIMs available for regionalized program browsers.)
- **Distribute:** Qumu's core product integrates with eCDNs such as Cisco's ACNS as well as Blue Coat. For iCDNs, QM has designed TIMs to integrate with both Akamai and AT&T.
- **Report:** Qumu's core product provides a range of report formats on program and media usage, viewer activity, and program popularity, aggregating data from a variety of sources, including CDN edge devices. This comprehensive reporting functionality eliminates the need for 3rd party reporting TIMs.



CAPTURE TIMS

TIM modules tied into leading encoder suppliers, designed to simplify the capture, gathering, and broadcasting of content, allowing the use of and integration with multiple encoders and formats.

- **Envivio 4CASTER encoder TIM:**
Enables the use of / integration with Envivio 4Caster encoders for remote encoder control.
- **Envivio MINDSHARE encoder TIM:**
Enables the use of / integration with Envivio Mindshare encoders for remote encoder control.
- **VBrick MPEG encoder TIM:**
Enables the use of / integration with VBrick's MPEG Encoders for remote encoder control.
- **VBrick Windows Media encoder TIM:**
Enables the use of / integration with VBrick's WM Encoders for remote encoder control.
- **ViewCast Niagara encoder TIM:**
Enables the use of / integration with ViewCast Niagara Encoders for remote encoder control.
- **Polycom TIM:**
This TIM adds support for the Polycom RSS 2000. Integrated into Qumu, enables scalable live events captured and conducted through the RSS 2000. For post live event viewing, all content captured via the RSS 2000 is archived, and can be managed via VOD programs through the Qumu program browser. Note: most H.323 compatible endpoint devices will work with the RSS 2000 (i.e. Tandberg endpoints, Polycom endpoints, etc.).

MANAGE TIMS

Easily organize and manage live and on-demand content, bundle relevant metadata, assign viewer access rights, and apply security, network distribution, and business rules.

- **LDAP TIM:**
Enables the customer to leverage its existing LDAP for user authentication – available for: MS Active Directory, Sun ONE, IBM Tivoli, and Novell NDS.
- **Closed Captioning TIM:**
Enables closed captions to be added simultaneously via Computer Prompting & Captioning Co. (CPC). Note: Customer must also purchase CPC software for 'Live Closed Captioning', www.cpcweb.com, which similarly requires the use of stenographer services. (Customers must use MS Windows encoder controller.)
- **Single Sign On (SSO) TIM:**
Enables the use of Single Sign-On, inclusive of: CA Netegrity, Tivoli WebSEAL, and MS integrated SSO.

PUBLISH TIMS

Intelligently present relevant content on the desktop using a dynamic program browser. Available Publish TIMs are designed to seamlessly integrate with leading off-the-shelf portals.

- **Websphere TIM:**
Provides integration with Websphere V5, this TIM enables a traditional Websphere portlet" (a set of "web parts" embedded into Websphere pages) that displays Qumu content via a UI that allows access to QM from within Websphere.
- **SharePoint TIM:**
Integration with SharePoint 2007, this TIM enables Qumu content access via MS SharePoint. Delivers a deep integration with SharePoint 2007 components, this TIM uses native SharePoint lists and objects to actually duplicate QM metadata information in SharePoint itself. Embraces a synchronization capability which ensures that content is automatically updated when changed in MP. Simulates Qumu's viewer portal's functionality, while simultaneously storing all data in standard SharePoint objects, thereby maintaining full customization properties of how and where data is represented. All metadata is searchable using SharePoint's built-in enterprise-wide search capability. Additionally, the same LDAP user permissions set on Programs in QM are brought forward leveraging SharePoint's item-level security.
- **Language Packs for Program Browser (per Language) TIM:**
This TIM encompasses a pre-translated, prepared set of UI files that can be applied by Domain and displays the program browser in the desired language. (per language)
- **Language Pack + 1:**
Identical to the aforementioned TIM, this TIM bundles in a single included domain.

DISTRIBUTE TIMS

Qumu's core product integrates with eCDNs such as Cisco's ACNS as well as Blue Coat. For iCDNs, QM has designed TIMs to integrate with both Akamai and AT&T.

- **Akamai ICDN TIM:**
This TIM includes support for Akamai Edgesuite, Live/VOD, slide support, preposition slides, and archiving.
- **AT&T ICDN TIM:**
This TIM includes support for AT&T ICDS, which encompasses both Live and VOD. (Note: the TIM excludes slide support.)