

KNOWLEDGE VISION

from DigiNovations

KnowledgeVision™

Bringing presentation power to Brightcove

KnowledgeVision™ is an intuitive, powerful multi-media framework for combining video, presentations and other images, synchronized navigation, supporting material, and links for commercial or related content in an interactive viewer experience. KnowledgeVision extends the power of video outside the traditional video frame.



KnowledgeVision offers Brightcove clients a unique, reliable solution for building interactive presentation experiences for:

- customer and prospect education
- internal and external training
- employee and constituent communications
- product presentations
- technical presentations
- conference proceedings
- investor relations

A complete demonstration of the KnowledgeVision system is available at www.knowledgevision.net/introduction.

The KnowledgeVision system was created by DigiNovations, a leading Massachusetts-based media production company and a Certified Brightcove Solutions Partner.

Description

The KnowledgeVision system consists of:

- **KnowledgeVision Player** - an interactive Flash player, embeddable on any web page, containing a video panel and a configurable number of other panels, such as windows for presentations, navigation, and footnotes. As the video progresses, it controls events displayed in the

other panels: changing slides in presentations, displaying footnotes and links to related material, and showing progress in chapter lists. Because it is Flash-based, KnowledgeVision is compatible across a broad range of platforms, from Windows to Mac to Unix computers.

- **KnowledgeVision Builder** - KnowledgeVision Players are built using KnowledgeVision Builder, an easy-to-use, hosted application that enables content creators to produce KnowledgeVision presentations. KnowledgeVision Builder identifies, synchronizes, and publishes KnowledgeVision Players to the world wide web.
- **KnowledgeVision Collection Manager** - DigiNovations will, by early 2010, release a hosted software tool for organizing, managing and presenting collections of KnowledgeVision presentations, such as for a training curriculum or webinar series.

Together, the components of the KnowledgeVision system create engaging, synchronized experiences that reinforce visual presentations with multiple simultaneous displays. This increases viewer comprehension and understanding through coordinated multiple media.

KnowledgeVision Player

Description

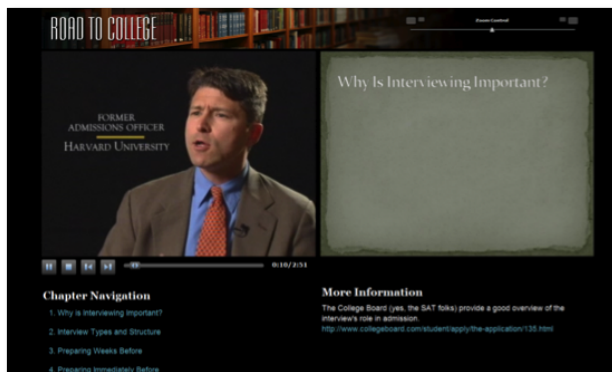
The KnowledgeVision Player is an embeddable Flash player that displays and plays a synchronized presentation of video, images, text and link materials, and navigation tools within a web page, and allows the user to navigate interactively within the presentation. It normally consists of a custom-designed KnowledgeVision Template and multiple streams of content designed to work together in a synchronized fashion within that template.

KnowledgeVision Players are created by a software program called KnowledgeVision Builder, which helps a producer select video and other content, define synchronization events that tie the visual content and navigation displays to specific timing events in the video stream, and then to marry that synchronized content to a KnowledgeVision Template.

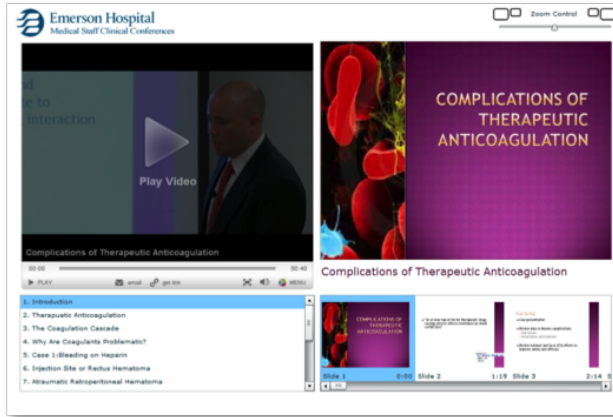
Examples of KnowledgeVision Players:



Four-panel display: video panel on upper right, scalable PowerPoint on upper left, chapter-list navigation on lower left, and thumbnail navigation on lower right



Four-panel display: video panel on upper left, scalable PowerPoint on upper right, chapter-list navigation on lower left, and dynamic footnotes and links panel on lower right



Four-panel display: video panel on upper left, scalable PowerPoint on upper right, chapter-list navigation on lower left, and thumbnail navigation on lower right



Two-panel display: video panel on top, chapter-list navigation panel on bottom; with no PowerPoint or images, this is a unique way of presenting interviews, allowing the viewer to click on the questions and hear the responses immediately

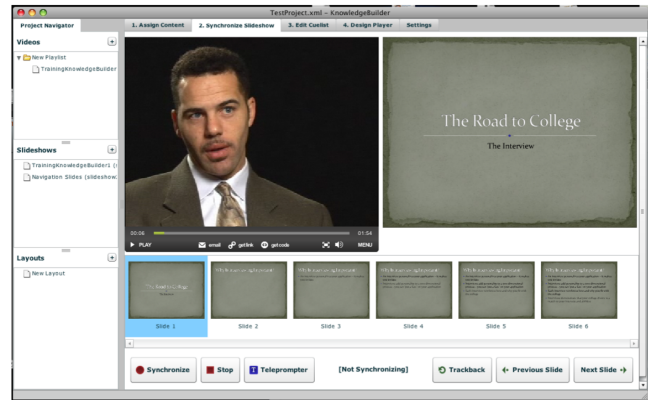
For the latest demos of KnowledgeVision players, please go to: www.knowledgevision.net/demos.

KnowledgeVision Builder

Description

KnowledgeVision Builder is a hosted Adobe Air application that places the production and assembly of KnowledgeVision presentations in the hands of content creators in a wide variety of organizations.

A cross-platform application that runs on all desktop computing platforms that can run Adobe Flash (Windows, Mac, and Unix), KnowledgeVision Builder offers four modules:



- **Content Module** - Selecting the video files, presentation files, images, text, and links to be synchronized in the KnowledgeVision Player
- **Synchronization Module** - Real-time synchronization of all events in the KnowledgeVision Player
- **Cue Refinement Module** - Tools for adjusting cue marks, chapter titles, and other details of the presentation to create the smoothest possible viewer experience
- **Publishing Module** - Tools to assemble, upload, and test the final Flash and content files, and to generate the embed code for placing the KnowledgeVision player on the client's website.

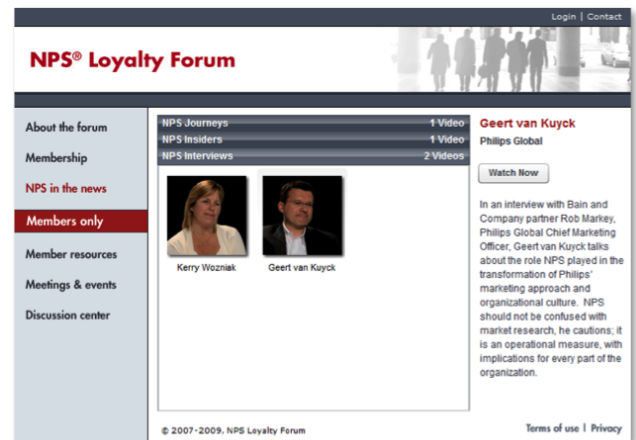
Please note that we recommend the use of Adobe Captivate to convert PowerPoint slides to scalable SWF files that preserve the animations and transitions in the original PowerPoint presentations. While Adobe Captivate is not necessary to build KnowledgeVision presentations (slides may be simply exported to JPG or PNG files), we have found that a superior user experience may be gained by converting presentations to Flash via Adobe Captivate.

KnowledgeVision Collection Manager

Description

In early 2010, DigiNovations will release the KnowledgeVision Collection Manager, which will enable content creators to organize KnowledgeVision Players into collections, grouped together with descriptions that allow the presentations to be selected and launched by clicking on a thumbnail of each presentation.

With the KnowledgeVision Collection Manager, clients will be able to mix and match different KnowledgeView players for different audiences and applications, presenting them in simple, interactive displays that can be embedded on any web page.



KnowledgeVision Template Design

Description

Customization and branding of client-specific KnowledgeVision player and collection templates is currently performed as a service offering from DigiNovations.

KnowledgeVision for Brightcove Pricing

KnowledgeView Pro Edition

- Includes:
 - 1 content creator seat license
 - Up to 100 active players
 - 2 custom-designed player templates
- Pricing:
 - \$1000 account setup and template design
 - \$3000 per year (or \$295 per month)
- Options:
 - Collection Manager: \$1000 per year (or \$95 per month)
 - Additional producer seats: \$1000 per year (or \$95 per month)
 - Additional custom player or collection templates: \$250 per template

KnowledgeVision Enterprise Edition

- Includes:
 - 5 content creator seat license
 - Unlimited active players
 - Collection Manager
 - 5 custom-designed player templates
 - 1 custom-designed collection template
- Pricing:
 - \$2000 account setup and template design
 - \$8000 per year (or \$795 per month)
- Options:
 - Additional producer seats: \$1000 per year (or \$95 per month)
 - Additional custom player or collection templates: \$250 per template

Note: Pricing is for Brightcove customers and assumes the use of Brightcove to host and serve the video portion of KnowledgeView Players. Non-Brightcove customers should contact DigiNovations for alternative hosting options.

In addition to KnowledgeView software solutions, DigiNovations also offers a variety of "turnkey" production solutions for creating KnowledgeView presentations. These include:

- video and script development
- field videography and production services
- creation of KnowledgeView players and collections from mailed-in materials.

Contact DigiNovations to hear more about these options.

Contact Us

Ready to get started or find out more?

Please go to www.knowledgevision.net/inquire, or contact:

Michael Kolowich
Executive Producer
DigiNovations / KnowledgeVision
676 Elm Street, Suite 200
Concord, Massachusetts 01742
(978) 254-1221
inquire@knowledgevision.net