



beyond videos, Seriously!



kPoint is

- A video (“kapsule”) creation and collaboration platform for agile content creation, social sharing and distribution with built-in analytics
- Used when content freshness, discoverability and interactive viewing are important

The trouble with videos...



Passive viewing – can't participate

Time-consuming to create

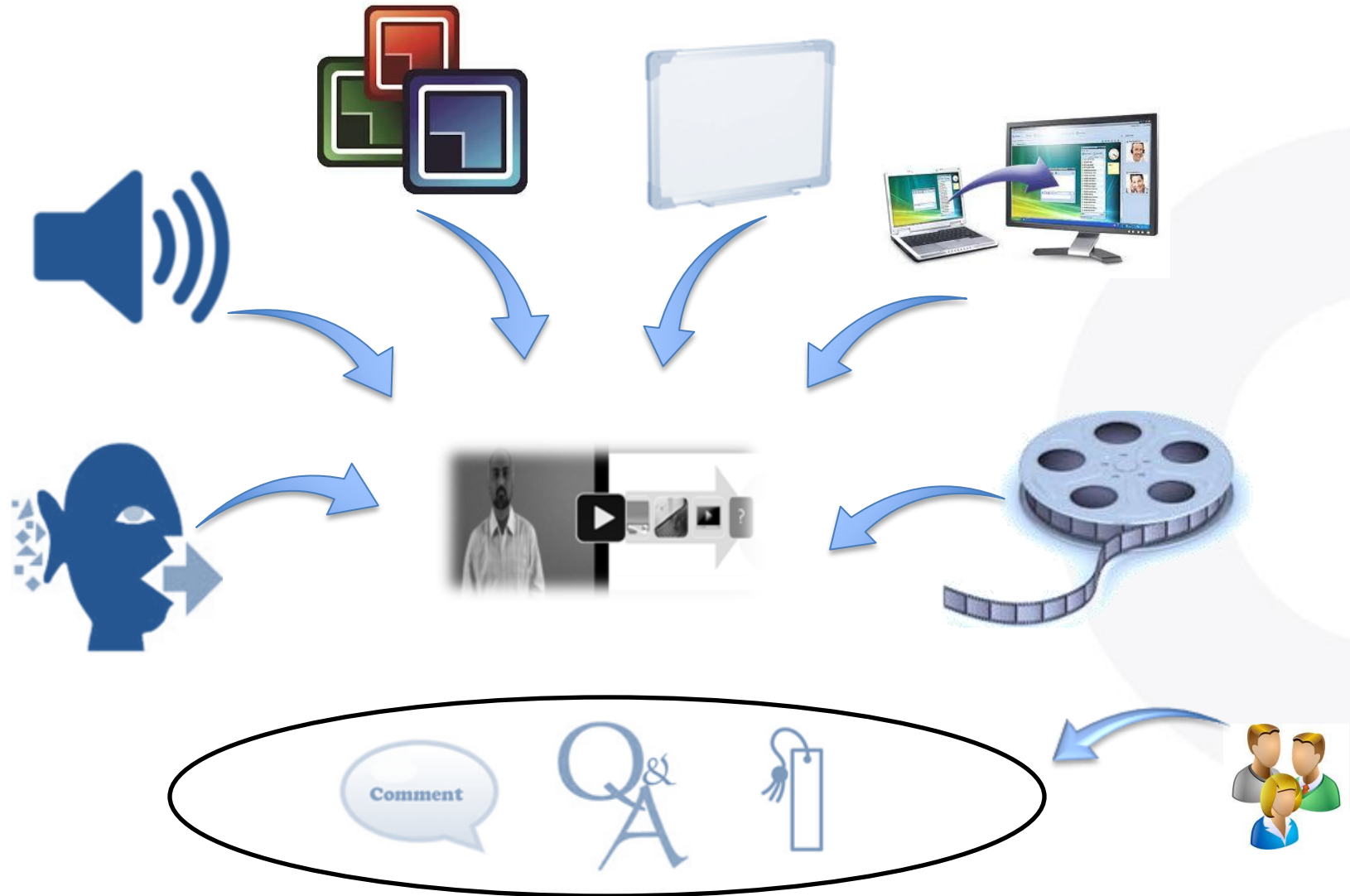


Difficult to search inside a video

Incomplete analytics –view centric



kPoint capsule's many elements



Who uses kPoint?



Corporate
Trainers

Product
Managers

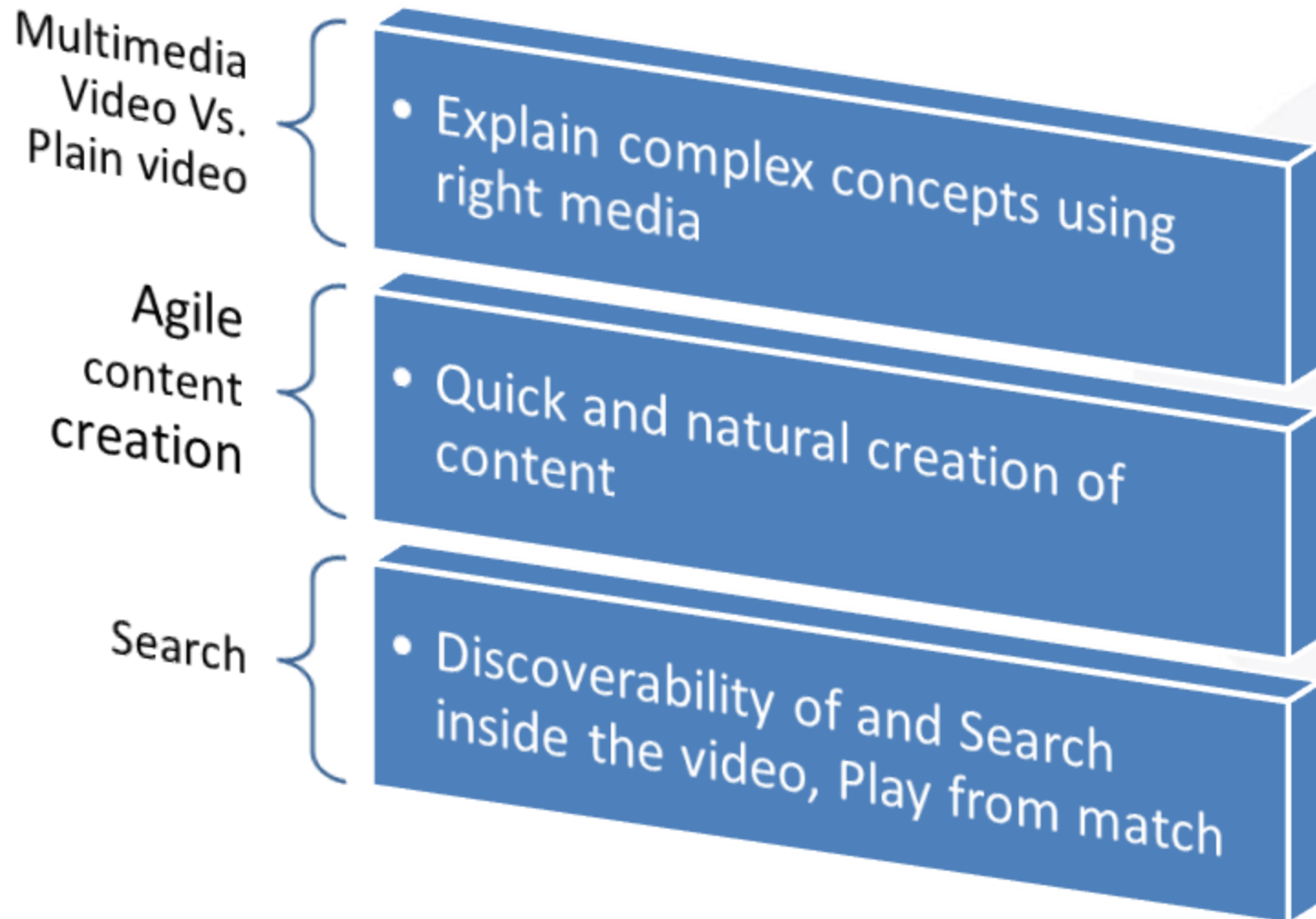
Customer
Support

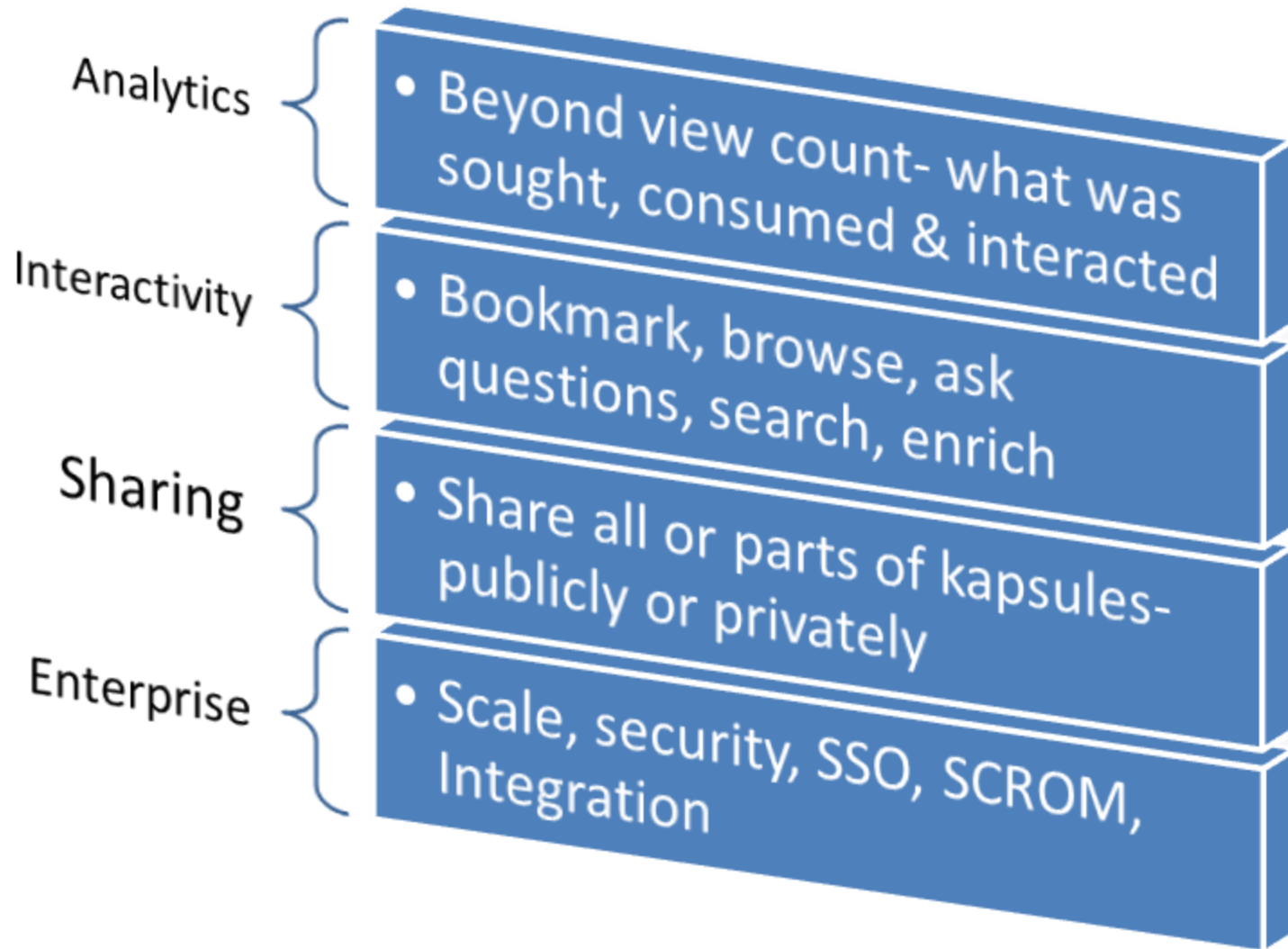
Agile
content
creators

How they use it?



How does kPoint differentiate?







Insightful
Analytics



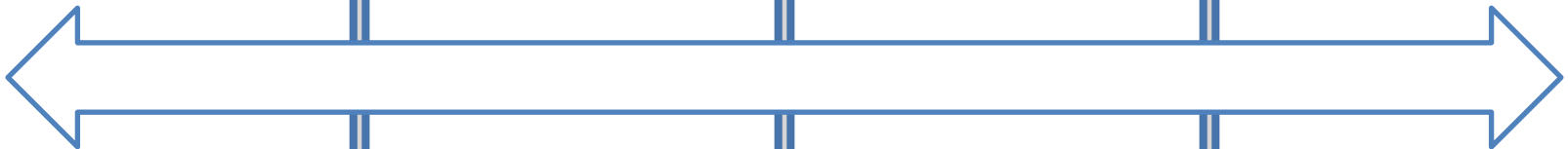
Active
Viewing



Agile
Content
Creation



Video
Search



Welcome to.....



beyond videos@www.kpoint.com

