

## Your Video Publishing Studio

Now you can create and distribute HD video whenever you need it, without a video staff. Live TV, webcasts and web video are easier with an on-site studio.



The **ReadyCam** on-site studio enables thought leaders to connect with the media conveniently and easily, without leaving the office. It's also the simplest solution for producing branded video content, ranging from executive communications to live webcasts to on-demand videos.

It's simple to use and requires no additional in-house resources or video expertise. You can produce video on your own or hire VideoLink to help you. ReadyCam is remotely controlled by VideoLink staff who are available 24/7/365. The studio is pre-configured for live TV and is the preferred in-house TV studio of broadcast networks.

The ReadyCam studio makes producing video easy and affordable.

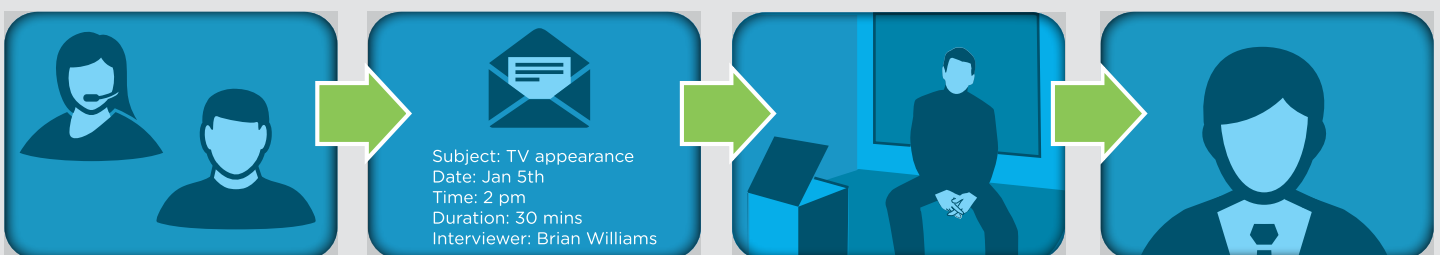
### FEATURES

- Instant access to TV networks
- Remotely controlled by VideoLink
- 24/7/365 support
- Browser-based/UI control
- EnhancedIP™ network
- Video conferencing compatible

### BENEFITS

- Convenience
- Efficient work flow
- Extensibility
- Localized video production
- No additional staff required

## HOW A LIVE TELEVISION APPEARANCE WORKS:



A producer/booker from a TV network arranges an interview with a guest from your organization.

The network calls the 24-hour ReadyCam Operations Center and coordinates pre-shot technical details. VideoLink sends an email confirmation to the end-user.

Guest arrives at the ReadyCam studio 20 minutes prior to scheduled interview and prepares for the shot.

Interview goes live. No additional technical staff required.



## Why get a studio?



**LIVE TV.** Accessibility with no surprises. Accept live TV interview requests and appear on TV without leaving the office or disrupting schedules. It is the preferred in-house TV studio of global broadcast and cable networks.



**WEB VIDEOS.** Create consistent and valuable content easily. Deliver content in a very personal medium, and break down the walls that are built with text. The ReadyCam is ideal for recording one-to-one interviews, analyst briefs and expert opinions. It also makes it easy to share and distribute videos with new and existing customers.



**LIVE WEBCASTS.** Connect with global audiences on specific topics. Longer than web videos, live and on-demand webcasts provide a rich media experience that are perfect for product launches, panel discussion and executive messages. Work with VideoLink to reach a wide audience with rich media technology.



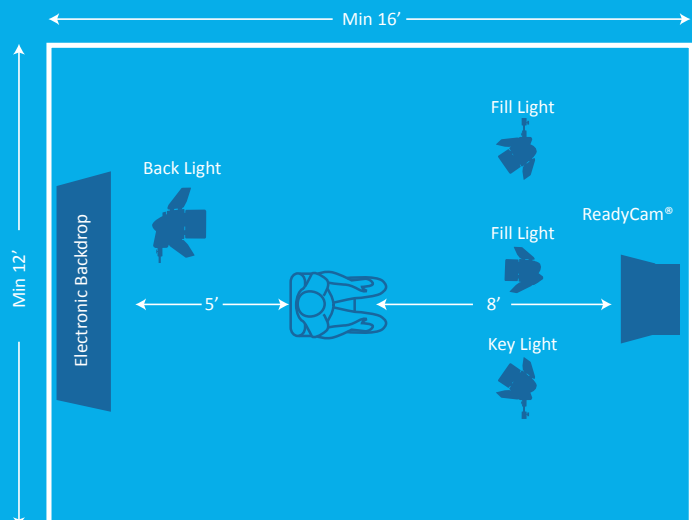
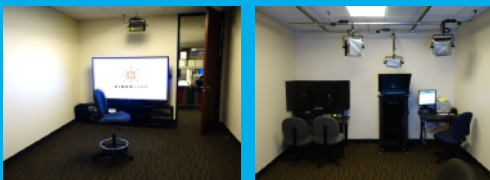
**HD VIDEO CONFERENCING.** Connect with other experts and share commentary. The ReadyCam studio can be integrated with optional video conferencing solutions.



**CORPORATE COMMUNICATIONS.** Do more with a smaller staff. Video enhances your public relations and corporate communications, eliminating the need for travel and juggling schedules. Create faster turnaround times for news-cycles and quickly share content with targeted audiences. Use the ReadyCam studio for streaming or recording all-hands meetings, product launches and scheduled executive briefings.

### READYCAM SPACE REQUIREMENTS

VideoLink recommends an open space or room, preferably without windows that is approximately 12' x 16'. We recognize that space is often limited. Our installation staff will work with you to find the perfect studio space.





## ReadyCam studio is all-inclusive

Sony™ 16:9 HD Digital Color Camera

Optional Integrated Teleprompter

16:9 HDTV Confidence Monitor

Optional Digital Video Recorder (AJA KiPro)

VideoLink EnhancedIP™ Network



### STANDARD

- ✓ Four-point LED TV lighting
- ✓ Dual lavalier audio microphones
- ✓ Browser-based user interface
- ✓ Television make-up kit
- ✓ Studio chair

### OPTIONS\*

- ✓ Active Electronic Backdrop (AEB) - for better branding
- ✓ AJA KiPro - for editing and recording
- ✓ Teleprompter - for reading scripts
- ✓ Radio - for radio broadcasting
- ✓ VCU - for video conferencing

\*Options may change the configuration of your ReadyCam system

## VALUE ADDED SERVICES

### Video Production Services

The ReadyCam studio is ideal for live and on-demand content creation. If time and resources are scarce, VideoLink can efficiently and affordably produce and edit video content using your studio.

### Branded Backdrops

Live TV and video content can be branded with custom backdrops using the optional AEB system. Create backdrops using a company logo, iconic buildings, landscapes or video. Backdrops can be designed in-house or by VideoLink.

### EnhancedIP™ Network

VideoLink patent-pending IP-based network provides low latency, broadcast quality video transmission. It eliminates expensive fiber connections and efficiently delivers HD video anywhere in the world.

### VLGuru™

Our exclusive, searchable database showcases ReadyCam clients' experts and their studio locations. Network bookers/producers can search for ReadyCam studio locations and identify experts for live TV interviews. It complements existing media and public relations efforts.