

Inferno 2.0 Changes the Landscape for Video

Enterprise video finally gets the features they need.
Training and communications will never be the same.

Many organizations find Live Content Creation to be more relevant, cheaper and easier to deliver their message and learnings to their employees, partners and customers

Live should be used when your message must come from *you*, when its timely or when you just want to keep costs in check.

Video on Demand for the Enterprise is an important component of your over-all messaging, and should be used when quality production is of the utmost importance. This is typically in your marketing pieces, although even there we see the rise of webcasting as an important trend.

VOD assets (converted from live instructor led training) can also be used for certifications and product updates. Combined with interactive features, these videos become extremely important assets in an overall training environment.



Live is King, but VOD is still the queen – long live the queen!

Most organizations have dabbled in live video, but often opt to purchase produced video for a premium. The reason? Perhaps they have tried live and failed, or perhaps they just do not know what a great option it is.

Live video is right for most organizations for 3 reasons:

1. No one knows your message better than you. Whether it's product training, a CEO roundtable or a partner update – your message comes from you and its important that you deliver it.
2. Live video keeps costs down. Live is inherently less expensive than VOD when done on a regular basis.
3. It allows you to rapidly communicate to a group that is geographically disperse. It is obvious that when you have a timely message to a distributed group – live video is the most effective way to make that connection.

Visually attractive, highly produced Video on Demand is absolutely an important component of corporate communications. That will not change. But don't let a fear of 'live' keep you out of the game. Inferno can ensure your success in both arenas.



Advances in AI have allowed video to be captioned, enriched automatically and made deeply searchable. This feature is provided by default in the Inferno 2.0 Platform.

Personalization and Video curation is also a feature of Inferno. Using categories video administrators can direct video to specific users based on a variety of user

All of these features are wrapped in a secure delivery platform that ensures delivery through complete redundancy via multi-CDN delivery.

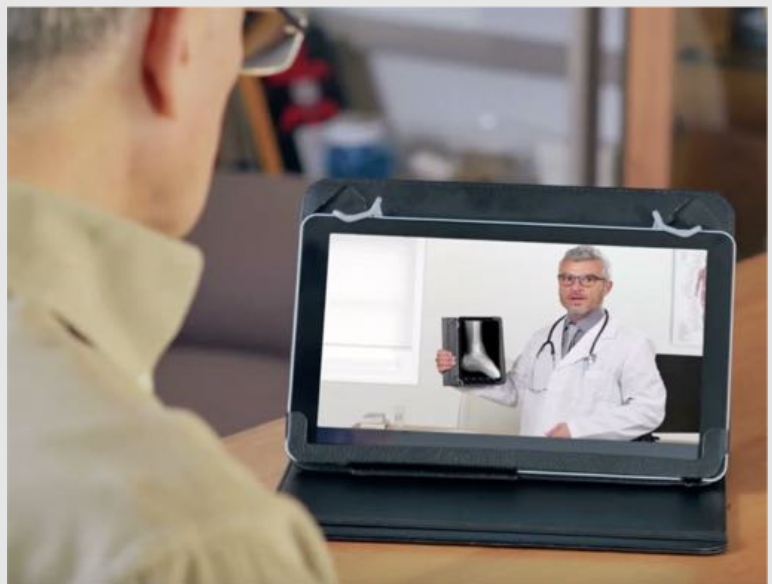
The Value of Applied AI combined with Human Curation

Applied AI has made great headway the last 5 years in being able to produce really excellent results. Things like Semantic Search (being able to find things in video that were not manually typed into the metadata) and automated closed captioning are important leaps forward, and Jolokia has partnered with the best AI providers in the world to provide these type services – not as an 'add-on', but as a basic default. You never pay extra or have to do your own integrations to take advantage of these features. And with an entirely rebuilt platform with a modern containerized underpinnings, Inferno is uniquely positioned to continue to add more AI features in the near future.

Curation and Personalization

While Jolokia believes that these Applied AI features will continue to improve, we also recognize that **human curation** is an important part of the story and continue to provide features that allow our customers to curate video in any way that they choose. This balance of the best of automation with an intuitive way for administrators to personalize the user experience is a key factor to making video a critical component in an enterprise communication and training strategy. It has been shown that 87% of college students perform better with personalized content.* This is a stunning finding and one that should inform your video strategy.

Verticals like healthcare have found significant value in live and on demand video training for professionals and consumers. Especially where technical certifications are an important part of the business.



Perfect Delivery every time.

Inferno 2.0 streams using Adaptive Bit-Rate (ABR) technology and a multi-CDN set up to ensure perfect delivery. It also is 100% BYOD so that every device is served perfectly.

Interactive Features keep people Engaged

Interactive features solve the problem of engagement. Studies from MIT have shown that a typical lecture capture only keeps the average watcher’s attention for around 7 minutes. This lack of attention can be remedied by including interactive features to make training and communications more engaging. For live this can include polls, Q&A and other forms of ways for live participants to engage with the speaker. For On-Demand this can include testing, certifications and integrations with a corporate LMS (Learning Management System).

Video Playback Metrics

In video applications you often need to know who watched and for how long. Sometimes it for compliance and sometimes its just to inform you on the quality of the broadcast. Inferno collects the most pertinent video for reporting.

Security

Jolokia’s Enterprise customers have demanded strong integrations with their LDAP or Active Directory from the beginning. We secure streams through HTTPS can even secure valuable assets with DRM if necessary. Live events also support a variety of registration options.



JOLOKIA **Improving Secure Content Engagement**

INFERNO 2.0

Lower Cost and Greater Learner/Viewer Engagement

Live Video

- Live Stream Webcasting
- On Demand Streaming and Archiving
- Device Independence and Plugin Free
- 100% Availability
- Low Latency Options
- Secure Streaming
- Multi-CDN delivery
- DRM if desired

Cognitive Video

- Cognitive Search and Discovery
- VoiceVibes for Sales Training and Employee Evaluation
- Closed Captions generation
- Deep Enrichment using Taxonomies
- Video Highlight Clipping
- Visual Recognition
- Translations

Interactive Video

- Instructor Led Training
- Interactive Polling
- In Stream Quizzing
- Personalization via Categories
- Moderated Q&A with moderator page and presenter page
- Branched Learning Trees
- Testing and Certification
- 1 to few Collaboration

Find the best way to train and communicate with your employees, partners and customers today!

- 1) Keep cost low by starting with live instructor lead training for content creations.
- 2) Add Interactive features like Certifications to your video to ensure engagement and auditability.
- 3) Integrate your Video platform (Inferno) to your LMS for Auditability.

The Importance of Service

Keeping customers happy by providing excellent service is a key part of the Jolokia culture. Many customers rely on us to provide excellent support for their live events, or deep integrations with their LDAP or Corporate LMS. This is not typical for most video platform companies, but it's the heritage of Jolokia.

Inferno 2.0 feature set

Feature	Competitors	Inferno 2.0
Automated Closed Captions (with caption editor)	X	●
Cognitive Search and Discovery	X	●
Secure Authenticated Streaming	X	●
Strong Support for Live	X	●
Polling / Q&A / Moderation	X	●
Categories and Personalization	X	●
Strong Support for Certifications	X	●
Active-Active Multi-CDN Support	X	●
Secure HTTP API access	X	●
Native Video playback metrics	X	●

Not available or only via 3rd parties Out of the box for Inferno 2.0

Inferno 2.0 provides features that you just do not get with competitive products. Out of the box.

Enterprise Sales

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