

# medianac<sup>®</sup> Online Video Platform for Education and Training

In recent years, the popularity of online video has grown tremendously, and with it the traditional boundaries of education, training and learning as a whole. Online video has opened a new channel for students, educators and even university administrators to enhance learning and research, improving student outcomes.\*



medianac<sup>®</sup> based on Kaltura's self-hosted OEM Edition video platform, enables institutions to add video and rich-media capabilities to web sites, Learning Management Systems, internal digital repositories, libraries and online social networks quickly and easily. It also simplifies asset management and preservation of digital files.

Be it online classes and lectures, university websites and marketing campaigns, internal and external training and even digitization of library databases, medianac<sup>®</sup> provides a full stack of rich-media solutions for use across the institution. Kaltura's platform, the same platform powering medianac<sup>®</sup>, is in use by several of the leading US universities.

## Solutions and Value Proposition for Education Institutions

When it comes to online video for education, medianac's solution is a one-stop-shop. From distance learning to virtual university tours to faculty video blogs nacamar's broad platform allows you to deploy a wide range of video applications to serve all of your institution's video needs. The medianac<sup>®</sup> tools can also be flexibly reconfigured to serve specific needs, allowing users to get custom applications for off-the-shelf pricing.

**Video for teaching and learning** – engage students with high quality video, inside and outside the classroom. Easily publish new and existing courses, lectures, presentations, announcements and other information. Fully integrated with all leading learning management platforms.

**Video for distance education** – enable online classes and courses as well as full blown online degrees for international students.

**Video for social activities and students** – clubs, fraternities and individual students can leverage medianac's out-of-the-box video extensions for WordPress, MediaWiki, Drupal and more to extend the organization's online video ecosystem.



\*<http://www.eschoolnews.com/news/top-news/index.cfm?i=57612>

**Video for collaboration and interaction** – create a more student-centered environment with medianac’s community tools. Enable groups to interact with one another, including: rich-media upload, recording and importing video, commenting and review and collaboration with others in creating, remixing and annotating. Allow students to complete collaborative and individual video assignments.

**Rich Media for libraries** – jump into libraries 2.0 by making multimedia archive content accessible to the community. Integrate and extend existing library offerings with new tools.

**Video for marketing engagement** – produce marketing campaigns to keep your audience of prospective students, alumni, contributors and others informed and involved. Reach out to your viewers with video tours, faculty messages, student testimonials, sports event highlights and much more. Easy video syndication helps you extend your reach across the web.

**Advanced video tools** – enhance the learning experience with unique video tools such as online editors for beginner or advanced users, video comments module, Video-PowerPoint tool for easy synchronization between slides and video and more.

**Video for events and conferences** – conference-in-a-box application makes it easy to manage, publish and share conference video content. Create an on-demand video archive, edit and publish highlight videos, get the word out with conference video marketing and syndication.

**Video for alumni & athletics** – enhance communication & engagement with alumni, display of sports events, or presentation of training and continuing education offerings.

**Emergency preparedness & flu packages** – allow nacamar to mitigate the risk of school closure by enabling students and faculty to continue courses at a distance.

## Technology and Tools

### Key Features

**Full Video Management Console** – quick bulk upload of rich media content, content management, publishing and moderation \*can be integrated with lecture capture system and also allows metadata normalization and synchronization

**Customizable Video Player** – configurable player buttons and capabilities as well as a customizable player design (size, colors, branding etc.)

**Media Uploader** – easy upload and import by faculty, administrators, and students from internal and external sites and databases of any rich-media content type

**Video Editor** – standard or advanced editing capabilities



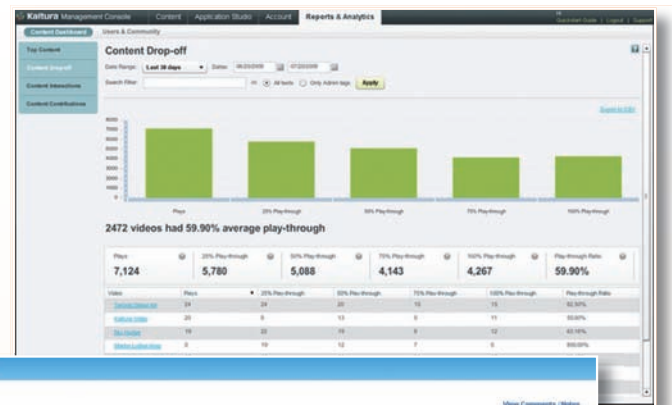
**Detailed Reporting and Analytics** – visibility into video consumption and trends across the organization including content drop-off & student compliance

**Video-Presentation Tool** – synchronization of video and specific presentation slides within a consolidated player

**Hosting, Streaming and Transcoding Services** – nacamar’s servers operate out of a state-of-the-art data center based in Frankfurt with the highest levels of stability, redundancy and security. Streaming is done via the top-tier Media Delivery Network of nacamar

**Authentication & Single Sign-on** – medianac® can be integrated with central authentication and registration systems.

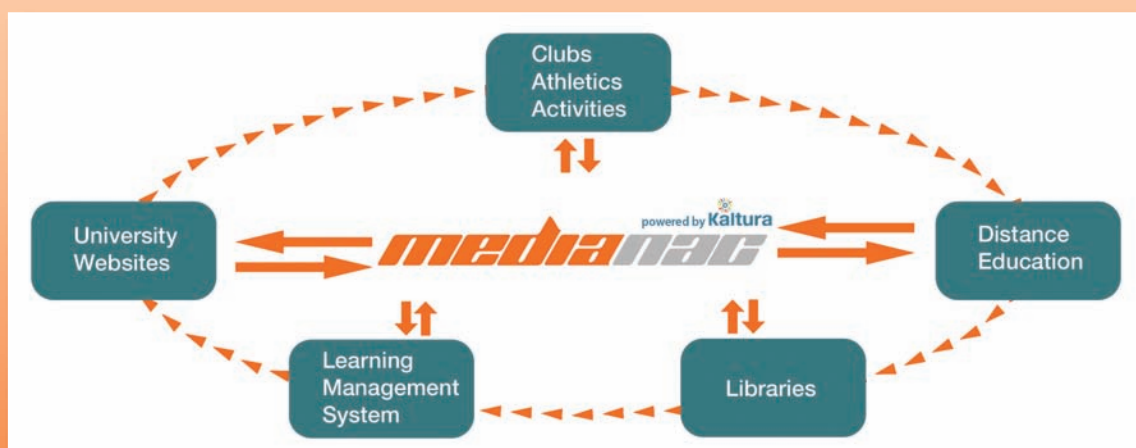
**Video Extensions** – for all leading Learning Management Systems and web CMSs. Video extensions for Moodle, Sakai, Blackboard, Drupal, Joomla, WordPress, and MediaWiki



## How to Integrate with nacamar’s Open Video Platform

nacamar’s Open Video Platform and tools can be easily integrated with any platform and CMS

- Fully-integrated with leading learning platforms including Moodle, Sakai and Blackboard as well as professional integration services for any LMS
- Fully integrated with leading social CMS platforms including WordPress, MediaWiki, Drupal and Joomla
- All the benefits of Open Source video: flexibility, full control and the lowest cost on the market!





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