



streamline



**The VBrick IP Video Platform**

- Corporate
- Education
- Healthcare
- Government





## Communicate with Power

Thanks to VBrick's industry-leading solutions, Enterprise IP video is now a practical reality and a clear competitive advantage. Since 1998, over 9,000 organizations have used VBrick solutions to meet their most important communications challenges. VBrick's customers include more than 100 Fortune 500 companies, well over 1,000 schools and universities, all branches of the US military and more than 100 US Federal Agencies – all located in 100+ countries.

### VBrick Advantages

- **Live.** No one does live Enterprise IP Video better. Add it to our on-demand capability for a killer combination.
- **End-to-end.** We offer the only complete Enterprise IP Video solution on the market.
- **Reliability.** You get industry-leading reliability, validated by 14 years of field performance.
- **Price-performance.** Save lots of money, even when compared with lesser solutions.
- **Ease-of-use.** With over 60,000 installations, we've learned how to keep things simple.
- **Network citizenship.** We know what it takes to transport video traffic without disrupting your other valuable LAN/WAN traffic.
- **Standards-based.** VBrick solutions conform to your standards-based environment
- **Unified Communications.** Easily incorporate live and on-demand video into Microsoft's SharePoint and OCS/Lync.



## A World of Applications

VBrick provides the most flexible Enterprise IP Video solutions in the market designed in mind with the application needs of executives, entrepreneurs, trainers, teachers, commanders and health-care professionals. We support five core application areas.

### Live Meeting and Event Broadcasts

- Executive broadcasts
- Extending video conferencing sessions
- Marketing events – webcasts/webinars
- Training sessions/virtual campus



#### Example Customers

Boeing  
Aviva plc  
NYC Metro Transit Authority  
Manchester University  
Federal Deposit Insurance Corporation (FDIC)  
The Church Online

### On-Demand Content Management and Distribution

- Enterprise "YouTube"
- Lecture capture and playback
- Web site content
- Training content management



#### Example Customers

Naval Post Graduate School  
Oklahoma State University  
King Saud bin Abdulaziz University for Health Science  
Glendale Community College  
Mystic Aquarium Institute for Exploration  
Kingsland Public Schools

### TV Distribution

- Desktop TV
- Digital Signage integration
- Classroom curriculum integration



#### Example Customers

Goldman Sachs  
Cleveland City Schools  
US Army  
US Air Force  
Trinity Schools  
US National Guard  
Washoe County Regional Public Safety Training Center

### Digital Signage

- Campus-wide notifications
- Corporate common areas
- Convention centers



#### Example Customers

Washington Convention Center  
Alabama River Group  
Macy's  
Novartis  
Federal Aviation Administration

### Surveillance and Monitoring

- Border security
- Process monitoring
- Battlefield reconnaissance
- Intelligent transportation systems



#### Example Customers

America's Emergency Network  
Shell Oil  
Utah Department of Transportation  
US Army  
US Navy  
US Air Force  
US Marines

# VEVA

## The VBrick Enterprise Video Architecture

### Capture

Integrate video and presentation material into a high-quality HD video stream.

### Manage

Make IP video personal, accessible and easy-to-manage; create a compelling user experience and integrate streaming into your UC architecture.

### Distribute

Deliver live and stored IP video to any device, inside and outside of the firewall, while maximizing bandwidth use.

### Display

Stream live and on-demand video to any TV display, desktop, mobile device or digital sign.



## A Complete Enterprise IP Video Solution

Leverage the VBrick Enterprise Video Architecture (VEVA) to capture, manage, distribute and display the highest-quality IP video.

## Why Partner with VBrick?

VBrick is the market leader in Enterprise IP video. Our products connect a presenter or an entire event to an audience using video. It may be a live executive broadcast or webcast, an instructor teaching a class or the launch of a new product. It could as easily involve networking TV channels to an employee's desktop, or conveying your message to digital signs throughout a building or campus. In all cases, we can record that content, store it and make it easy to search and watch later on a TV, PC, smartphone or tablet.

By partnering with VBrick, you will be able to:

**Deliver a high-impact message** to employees, customers, shareholders, dealers – regardless of location

**Save money** on meeting and event costs

**Improve the ROI** of your sales and marketing dollars

**Elevate the effectiveness** of training and education programs

**Be informed** of events that will impact your business, mission, etc.

**Produce and share** on-demand rich media content – while managing security, network use, etc.

**Monetize your content** over the public Internet

## Customer Testimonials

"Only VBrick could offer an end-to-end solution to enable our teams to use high-impact IP video streaming to more effectively communicate across a vast network of 79,000 employees and offices in 27 countries on five continents."

**Dr. Armin Hessler** Head of Customer and IT Service Operations, Vodafone

"Partnering with VBrick was the most effective way to harness the incredible power of IP video to rapidly establish situational awareness and execute the coordinated and effective response that is necessary to protect property and citizens of the county."

**Sarah Diaz** Program Manager, San Diego's Regional Command and Control Communication (3Cs) Program

"Over 21,000 students across Murrieta Valley USD viewed the live multicast streaming of President Obama taking the oath of office via a VBrick encoder and C-SPAN."

**Ken Ballinger** Director of Technology, Murrieta Unified School District

"With VBrick, I can immediately record, playback, and present any video on the web. I used to have to design my own website to do that... It's an amazing thing."

**David Hoffman** Network Manager, AVIA

"People were just blown away. All of us felt we were truly communicating – from the CEO and operating committee level, to every teammate in the company – first hand, not through a filtered medium."

**Ray Birden** Senior Vice President, Marketing, CARQUEST

"Going with VBrick was a no-brainer. We looked at other providers, but either the technology wasn't what we needed it to be; the cost wasn't what we needed it to be, or the partnership wasn't what we needed it to be."

**Melissa Wharton** President and CEO, The Church Online



**1998**  
VBrick founded by Rich Mavrogeanes

**1999**  
Ships Industry's 1st enterprise-class video encoding appliance

**2000**  
Sets new "DVD-level" quality mark for MPEG-2 encoding

**2001**  
All US Military Branches are customers

**2002**  
United Nations invites VBrick to speak

**2003**  
Wins "Best of Interop" show

**2004**  
Airforce Program awards VBrick \$4 million contract

Ships Industry's 1st turnkey enterprise video streaming platform  
Streams 1st live 3D video

**2005**  
90% of major Wall Street financial firms are customers

Ships Industry's 1st appliance-based Windows Media encoder

**2006**  
Bob Ballard streams from the wreckage site of the Titanic

**2007**  
50th healthcare customer signs  
100th US Federal civilian agency signs

**2008**  
Launch of VBrick Online Streaming Service (VBOSS)  
100th University customer signs  
VBrick sells into 100th country

**2009**  
Ships VEMS + H.264 appliance  
100 of Fortune 500 are customers  
50,000th VBrick install  
Broadcasts from International Space Station

**2010**  
Streams Gulf Oil spill from drilling station  
1,000th School District signs  
100th US Embassy signs

**2011**  
Industry 1st H.264 "Enterprise CDN" appliance  
9,000th customer signs  
Frost and Sullivan names VBrick Market Share Leader



**About VBrick Systems, Inc.**

VBrick is the leader in Enterprise IP Video solutions, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere – from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick's products and services are available through industry-leading value-added resellers.

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