

Faculte Launches Broadcast Studio for Multimedia Business Communications and Training

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Web-based Platform Enables Easy, Quick, and Cost-Effective Production, Distribution and Management of Interactive Video Presentations

SAN DIEGO, Sept. 22 /PRNewswire/ -- Faculte, Inc. (<http://www.faculte.com>) today announced from DEMOfall 09 the availability of its new Broadcast Studio, a web-based multimedia communication platform designed to help organizations take their business communications to a new level by producing, distributing and managing captivating interactive video presentations quickly and at minimal cost.

With the new Faculte Broadcast Studio, organizations and professionals can sidestep third-party videographers and producers to easily and cost-effectively combine existing content (such as video and audio clips, PowerPoint slides, images, and documents) with voice and video cam recordings, to create compelling interactive video presentations, called "Broadcasts," that establish a personal connection with targeted audiences such as customers, partners and employees. Unlike pre-produced video, Broadcasts can be continually updated and modified, even after they've been published and shared online, enabling centralized control of brand and message.

"Today organizations are increasingly looking to online video to convey information and ideas, both internally and externally," said Maher Hakim, CEO and founder, Faculte. "But compelling video content is expensive and time consuming to create and distribute, and also difficult to modify and manage once published. With Broadcast Studio we're giving organizations the ability to quickly produce and distribute lively video content through a flexible, do-it-yourself platform that empowers them to inject life into their communications and engage any audience."

The Faculte Broadcast Studio mashes video, images, audio and other content with presentation tools such as narration and annotation without requiring expensive flash, web programming, content streaming and costly production or the installation of software and mastery of difficult applications. The result is branded Broadcasts that may be:

- Collaboratively produced
- Securely distributed online
- Managed, tracked and instantly updated and modified across all online distribution channels such as websites, embedded players, widgets, direct links, email newsletters, and other mediums
- Fully branded to user specifications

The Faculte Broadcast Studio platform is ideal for:

- Sales/marketing: product demos, sales pitches, marketing promotions, and communications
- Training/education: on-demand seminars, training videos, informal learning, and tutorials
- Business communications: investor and employee communications, field updates and customer support

"Faculte's cost-effective platform supports our mission to identify and implement solutions that make environmental and economic sense," said Susan Corlett, Director of Development and Communications, Sustainable Conservation. "From educating the public regarding our climate change, clean air and water, and biodiversity initiatives, to enhancing our fundraising efforts and internal staff trainings, Faculte's easy-to-use Broadcast Studio has proven a valuable addition to our communications toolbox."



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