



Society of Women Engineers



"We couldn't have been more pleased with the interaction, education and insight Midhudsonmedia provided to us. It allowed our first online conference experience to be a positive one to build on"

Peter Finn

*Director of Learning & Development
The Society of Women Engineers*

Introduction

The Society of Women Engineers (SWE), founded in 1950, is a National Not-For-Profit educational and service organization. SWE is the driving force that establishes engineering as a highly desirable career aspiration for women. SWE empowers women to succeed and advance in those aspirations and be recognized for their life-changing contributions and achievements as engineers and leaders.

The Need

- Provide HD video production services to document over 20 hours of conference presentations
- Provide a platform to view the critical keynote and plenary presentations from the SWE10 Conference Live on any internet connected device.
- Integrate online presentation with a 3rd party registration system. The live presentation would allow viewers to seamlessly register and login to each of the live presentations using advanced remote backend integration methods.
- Synchronize presenter's Microsoft Powerpoint Slides with online presentations.
- Integrate moderated online chat platform right within the presentation interface
- Provide live event online tech support
- Package and Deliver over 20 hours of conference material On-demand with free access to conference attendees and pay per view access for non conference viewers.

The Solution

Midhudsonmedia was contracted to provide an end to end solution for SWE's first online conference.

Online video Strategy, online business modeling, on-location HD video production services, live webcasting, On-demand video interface, backend integration with a 3rd party registration system, synchronized power points, and viewing analytics.

Video Production

HD video production consisted of delivering both live webcast and taped sessions for On-demand delivery. Live sessions were webcast using our Limelight CDN distribution network in MPEG 4 video for Adobe Flash. Video encoding was done using both Telestream Wirecast and Adobe Live Flash Encoding software. The video was captured using Sony HD cameras completely digital to hard disc video recorders. Thus allowing us to go directly to edit without the need to ingest the video into our edit system.

Live Interface

The interface for the live presentations was built using Adobe Flash and Adobe Coldfusion. Live video was delivered in multiple bitrates from Limelight Networks to provide a better experience for the viewer.

- Modified JW Player for Adobe Flash
- Adobe Coldfusion 9 for Backend Integration with Experient
- Multiple Bitrates
- Limelight Networks
- Analytics Software

Registration

Midhudsonmedia, in conjunction with Experient, created a login page for the SWE10 conference that utilized Adobe Coldfusion to connect with Experient's registration system in real-time to perform the login routine and allow access to the SWE10 conference. This allowed the live presentation to be password protected and also work with the e-commerce payment system.

Support and live chat

To accommodate the need for live tech support and live chat, Midhudsonmedia integrated solutions from CoverItLive directly on the live presentation page. Members from SWE remotely managed the live chat while Midhudsonmedia provided live tech support for viewers.

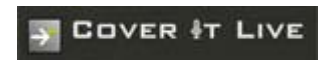
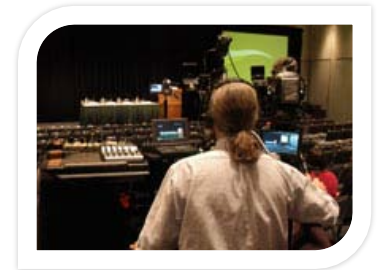


Post Production, Media Encoding

Post production was done using Adobe Premiere Pro CS5 non-linear software. All On Demand videos were transcoded to MPEG 4 video using Telestream FlipFactory. All video assets for this product were captured, transported and edited digitally using a completely tapeless workflow.

"Pre wired customized webcasting cubes shipped to the conference, hard disc recorders and xml metadata workflow optimization were key to managing the tight turnaround schedules".

Ryan Osswald Chief Technician

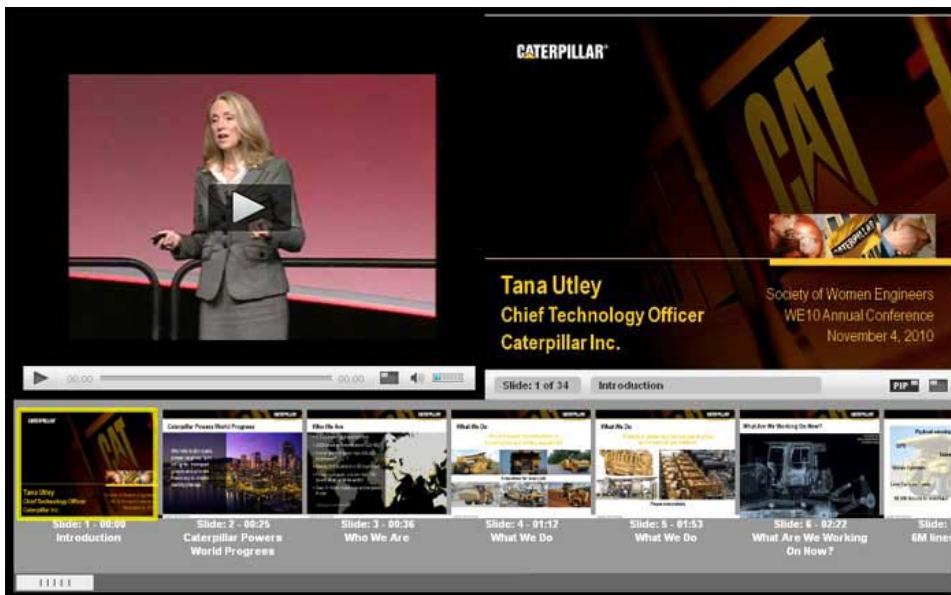


On Demand Presentation

Midhudsonmedia built the On Demand interface to showcase the lecture & plenary videos as well as the supporting PowerPoint Documents into one complete interface which synced all content with the videos.

The On Demand interface supported the following features:

- Full screen capability for both the Video & PowerPoint Slides
- ON-Demand Streaming Videos delivered by Cloudfront
- Video & synchronized Powerpoints
- Dynamic Multiple Bitrates to accommodate varying connection speeds
- Picture-In-Picture (PIP) for the videos and PowerPoint
- Adobe Coldfusion 9 for Backend Integration with Experient & SWE
- Tubemogul, Google Analytics & Amazon Cloudfront Analytics



Analytics

Utilizing today's top analytics solutions, Midhudsonmedia was able to provide SWE with comprehensive statistics for each video lecture including view time, percentage of videos viewed, video hotspots and a host of other reports. Providing these analytics allows the client to review their conference material and modify their future online materials based on statistical data.

Mission Accomplished

SWE was seeking to communicate better with external audiences. Midhudsonmedia enabled exactly that, providing access to streaming media content - anywhere, anytime on any platform. Audio, video, text, synchronized power points, surveys and online chat module for questions all combined into a streamlined, interactive presentation. Users are free to stop, rewind, replay, analyze and search the materials according to their individual needs, while content administrators can index, manage and track usage.

"SWE's first online conference was a huge success. With some custom programming work we were able to integrate our video platform with their existing online membership data which streamlined the entire sign up and viewing process"

Rob Johanson, Founder - COO