“We’re equally impressed by the service levels of Sonic Foundry and the quality of Mediasite's install base.”

Russell Altendorff, London School of Business

“Sonic Foundry’s tech support is among the best in terms of responsiveness and product knowledge. They addressed our needs quickly into their future releases.”

Stephen Ashby, Multimedia Operations Specialist, Riverside Community College
• Better Homes and Gardens had a circulation of 8,000,000 in 1975
• Articles on making denim suits for your children and tips on kite flying for the whole family
• That is a stick!
• Single worst selling issue in the history of Better Homes and Gardens.
Sonic Foundry: A Brief History

- **2001** – acquired Mediasite from Carnegie Mellon spin-off business
- **2003** – sold desktop software to Sony Corp. (Acid, Vegas)
- **2007-2012** – “For six consecutive years, Sonic Foundry has remained the market share leader of the lecture capture solutions market” (Frost & Sullivan)
- **2006-2011** – Steaming Media Reader Choice Winner of Best Webcasting Platform

- 2400+ Mediasite customers
- HQ – Madison, WI, USA
- Global offices – UK, France, Japan, Australia
- Publicly traded on NASDAQ
Webcasting, Education, and Analyst Recognition:

**Frost & Sullivan**
World Award for Market Leadership
41% share of world lecture capture/broadcast solutions market

**Datamonitor**
“Innovative vendor” and “Early market leader”
Lecture capture in higher education

- **Best Webcasting Platform**
  2007-2011
- **Best Webcasting Appliance**
  2007-2011
- **Best Presentation Tool**
  2007 and 2008
- **Best Education Project**
  by Mediasite partner, Manta
  Projection Systems
- **Top 10 Best Products**
  4-star rating
- **Vendor Innovation**
- **2007 Technology Fast 500 Winner**
- **Sixth Fastest Growing Company**
  Top 10 Fastest Growing
  Small Software Companies
Over 2000 clients across multiple verticals benefit from the Mediasite Platform:

- Education: 52%
- Corporate: 31%
- Government: 11%
- Health: 5%
- Other: 1%
Over 1,100 educational institutions trust Mediasite!
250 healthcare & health education institutions trust Mediasite
600+ Corporate & Government customers trust Mediasite
Mediasite RL Recorder
- Conference rooms, training rooms, auditoriums
- Integrates with Crestron/AMX
- True Dual-HD video capable Recorders

Mediasite ML Recorder
- On-the-go use, special events, conferences
- Ruggedized and portable
- Touch Screen
Capture, Create, Import

Manage

Deliver

publish
organize
search
analyze
edit
secure

rooms
user-generated
events
video conferences

mediasite®

Drupal
canvas
Desire2Learn
moodle
Bb
Blackboard
Blue Coat
Akamai
Cisco
Limelight Networks
University of Pennsylvania & Mediasite: A growing partnership!

School of Dental Medicine:
- EX Server + 2RL Recorders, Mediasite users since 2009, primarily course capture.
- Recent 3RL expansion for the new the Syngcuk Kim Endodontic Clinic, Recorders yoked to EX via a switch to reach all 23 chairs. Considering an expansion of between 5-14 Recorders.

School Of Medicine/Clinical:
- EX Server + 7RL/1ML Recorders, Mediasite users since 2008, course and events capture including The Mahoney Institute of Neurological Sciences and the Department of Radiology. Planned expansion of up to 5 new Recorders in 2014! Hint, hint, nudge, nudge!

Wharton School of Business:
- EX Server + 27RL/2ML, Mediasite users since 2008, recent 9 Recorder expansion part of the Huntsman 2.0 classroom template. Up to 28 additional rooms are on the docket for future expansion. Mission critical MBA courses and speaker series.
- 15,000 hours of content recorded. Hosted events with Mediasite Events Team. Plans to expand with UGC.
- Wharton San Francisco Campus: 3RL HD Recorders

Why Mediasite for UPenn Schools...
- Proven reliability, proven support team
- Scales easily without adding staff, limited care and feeding
- Sonic Foundry has established Enterprise Framework for all UPenn Schools/University
Key Value Nuggets:

- Mediasite has over a decade of award winning Capture and Rich Media Streaming success and has been named the Market Leader for the past 5 years. (Frost & Sullivan)
- Mediasite reliability is rooted in the use of purpose built appliances that perform the encoding on the front end and a fully baked Management Portal for Enterprise wide command and control.
- **Proven** reliability and ease of use at the University of Pennsylvania with over 42 Recorders working in three Schools and on the Clinical side.
- **Proven** support responsiveness and technical expertise with engineers right in Philadelphia.
- Mediasite, it simply works!