

Public Relations & Employee Communications

Webcasting press conferences, corporate announcements, running virtual classes and creating online press rooms.

When your company has an important announcement to make, or the management needs to report financial and business information on a regular basis to their shareholders, you need the most dependable and flexible webcasting solution that is **always available**.

Whether you are announcing a possible merger or acquisition in your sector or reporting financial results during a live shareholder conference or broadcasting this from a streaming media studio directly to your shareholders, your webcast has to **perform flawlessly**.

Shareholder communications can become very expensive, but using the existing multimedia and interactive capabilities of streaming media allows you to maximize accessibility during a conference or after the event, with limited resources and **minimized costs**.

Telemak is in the business of providing online information services to companies all around the world based on streaming media technology and services. The webcasting communication solutions allow you to broadcast key messages to various audiences, ranging from employees, shareholders, investors to the general public. Webcasting is a new and exciting way to engage the viewer, holding their attention for much longer. It allows you to do a whole lot more by streaming your video over the Internet, the **possibilities are endless**.

Contact

For more information on Telemak's Webcasting solutions, please contact:

Telemak Belgium: +32 2 709 10 50 or e-mail to info@telemak.com.

Visit us online at

www.telemak.com and blog www.telemak.info.



How we proceed?

[PREPARE]

Define the event requirement and agreement

[MANAGE]

Assign project manager, develop the interface

[PRODUCE]

Setup equipment and start to capture the event

[BROADCAST]

Distribute the message, monitor the webcast

[REPORT]

Produce statistics, deliver a post event microsite

Telemak Webcasting Solutions for:

Solutions for Investor Relations and Shareholder Communications

Public Relations and Employee Communications

Webcasting Service Options

Telemak manages the entire investor relations or shareholder communications webcasting project as a one-stop solution. Each project is managed by experienced people from project managers to streaming engineers. Our comprehensive suite of services includes:

> Primary Webcasting services

- > **Video webcasting:** high quality video and audio streaming, along with an interactive user interface; relayed delivery via video podcast optional.
- > **Audio webcasting:** the audio portion of your event is captured for broadcast over the Internet; relayed delivery via podcast optional.
- > **Virtual presentation:** Synchronized video and audio with web-based slide presentation. Can also be Adobe® Flash integrated for increase accessibility.



> Optional Webcasting services

- > **Event services:** on-site management and audio/video production.
- > **Studio services:** at Telemak's webcasting facility in Brussels, near the airport.
- > **Teleconferencing:** coordination of the teleconferencing of your event.
- > **Support desk services** and getting started: during live webcasts we resolve issues with clients having difficulties to access the stream, i.e. diagnostics.
- > **Customized websites** and interfaces before event, microsite after event.
- > **Reporting and monitoring**, i.e. statistics and necessary analysis.

Reference: Atlas Copco

Atlas Copco is a world leading provider of industrial productivity solutions. The group's global reach spans more than 150 markets. Atlas Copco has 25,900 employees worldwide and is listed on the Stockholm Stock Exchange. As a true global company, with a very active R&D division spinning out new products every month, Atlas Copco decided to work with Telemak for the webcasting of their new product initiatives. Telemak delivered interactive seminars to employees in all continents, gradually lowering the travel costs and increasing training productivity.

Reference: IBA

IBA Group, delivers solutions of a unique precision in the fields of cancer diagnosis and therapy. The company also offers sterilization and ionization solutions to improve the hygiene and safety of everyday life. IBA Group is present with more than 1,200 persons in 40 locations worldwide. Telemak is the preferred partner for their internal (worldwide) audiovisual communication.